

CURRENT BUSINESS REPORTS

# Annual Survey of Communication Services: 1995

BC/95



U.S. Department of Commerce  
Economics and Statistics Administration  
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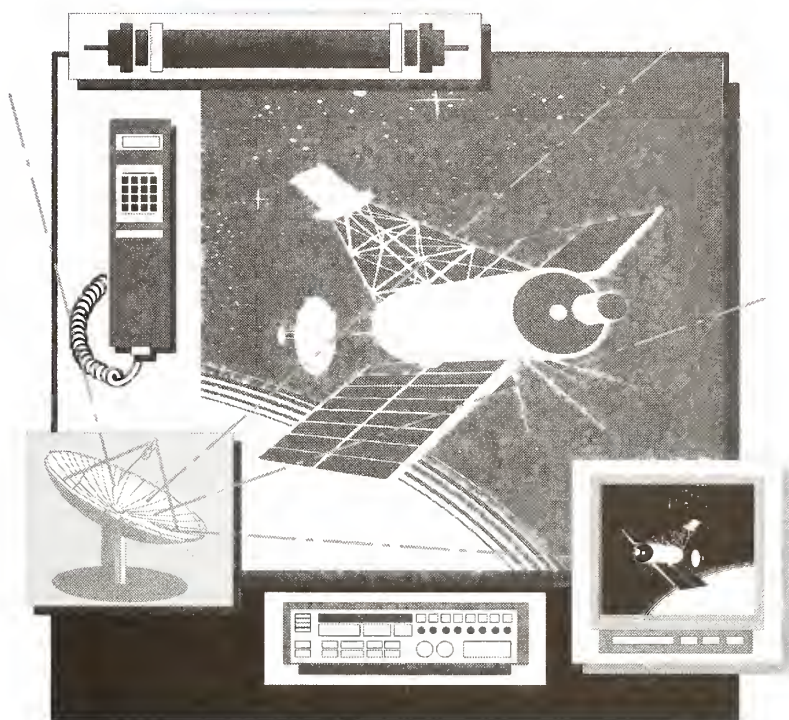
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# Introduction

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## Coverage

This report presents results from the 1995 Annual Survey of Communication Services. This annual sample survey covers all employer firms with one or more establishments that are primarily engaged in providing point-to-point communication services, whether by wire or radio and whether intended to be received aurally or visually. This covers telephone communications, including cellular and other radiotelephone services; telegraph and other message communications such as electronic mail services, facsimile transmission services, telex services, etc; radio and television broadcasting stations and networks; cable and other pay television services; and other communication services such as radar station operations, satellite earth stations, satellite or missile tracking stations, etc.

Statistics in this report are summarized by kind-of-business classification based on the 1987 edition of the *Standard Industrial Classification Manual* issued by the Office of Management and Budget.

Appendix A provides estimated measures of sampling variability (coefficients of variation) for the dollar volume estimates and estimates of year-to-year ratios presented in the report. An explanation of the survey coverage, sampling, and estimation methodology appears in appendix B. Appendix C provides a description of each kind of business included in this report. Extracts of the 1995 report forms are provided in appendix D.

## Dollar Values

All dollar values presented in this report are expressed in current dollars, that is, the estimates are not adjusted to a constant dollar series. Consequently, when comparing data to prior years, users also should consider price level changes.

## Unpublished Data

Estimates for some kinds of business not separately shown in this report are produced as a by-product of the published statistics. These additional data are not published because of their high sampling variability, poor response quality, or other factors that result in their failure to meet Census Bureau standards for publication. The Bureau of the Census, upon written request, will release such figures for individual use.

Note that some unpublished figures can be derived from this report by subtracting published data from their respective totals. However, such figures are subject to the limitations described above. These unpublished estimates are for your internal use only.

## Census Disclosure Rules

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual firm.

Table 1. Communications Services (SIC 48) — Summary Statistics, by Kind of Business: 1991 Through 1995

| Item                                                                                 | Communica-<br>tions services<br>(SIC 48) | Telephone<br>communica-<br>tions<br>(SIC 481) | Radiotele-<br>phone<br>communica-<br>tions<br>(SIC 4812) | Telephone<br>communica-<br>tions, except<br>radiotele-<br>phone<br>(SIC 4813) | Radio and<br>television<br>broadcasting<br>(SIC 483) | Radio<br>broadcasting<br>(SIC 4832) | Television<br>broadcasting<br>(SIC 4833) | Cable and<br>other pay<br>television<br>services<br>(SIC 4841) | Telegraph and<br>other<br>communica-<br>tions services,<br>not elsewhere<br>classified<br>(SIC 4822 and<br>4899) |
|--------------------------------------------------------------------------------------|------------------------------------------|-----------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------|-------------------------------------|------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>Total Revenue</b>                                                                 |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| Millions of dollars                                                                  |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| 1995                                                                                 | 287,710                                  | 209,963                                       | 9,150                                                    | 200,813                                                                       | 36,035                                               | 9,045                               | 26,990                                   | 35,664                                                         | 6,048                                                                                                            |
| 1994                                                                                 | 264,714                                  | 195,333                                       | 7,170                                                    | 188,163                                                                       | 33,089                                               | 8,244                               | 24,845                                   | 31,535                                                         | 4,757                                                                                                            |
| 1993                                                                                 | 246,058                                  | 181,700                                       | 5,378                                                    | 176,322                                                                       | 30,383                                               | 7,476                               | 22,907                                   | 30,209                                                         | 3,766                                                                                                            |
| 1992                                                                                 | 232,241                                  | 171,578                                       | 4,297                                                    | 167,281                                                                       | 29,853                                               | 7,019                               | 22,834                                   | 27,465                                                         | 3,345                                                                                                            |
| 1991                                                                                 | 221,466                                  | 164,738                                       | 3,713                                                    | 161,025                                                                       | 28,741                                               | 6,890                               | 21,851                                   | 24,954                                                         | 3,033                                                                                                            |
| Percent change                                                                       |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| 1995/1994                                                                            | 8.7                                      | 7.5                                           | 27.6                                                     | 6.7                                                                           | 8.9                                                  | 9.7                                 | 8.6                                      | 13.1                                                           | 27.1                                                                                                             |
| 1994/1993                                                                            | 7.6                                      | 7.5                                           | 33.3                                                     | 6.7                                                                           | 8.9                                                  | 10.3                                | 8.5                                      | 4.4                                                            | 26.3                                                                                                             |
| 1993/1992                                                                            | 5.9                                      | 5.9                                           | 25.2                                                     | 5.4                                                                           | 1.8                                                  | 6.5                                 | 0.3                                      | 10.0                                                           | 12.6                                                                                                             |
| 1992/1991                                                                            | 4.9                                      | 4.2                                           | 15.7                                                     | 3.9                                                                           | 3.9                                                  | 1.9                                 | 4.5                                      | 10.1                                                           | 10.3                                                                                                             |
| <b>Operating Expenses</b>                                                            |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| Millions of dollars                                                                  |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| 1995                                                                                 | 228,253                                  | 167,434                                       | 7,512                                                    | 159,922                                                                       | 28,761                                               | 7,520                               | 21,241                                   | 27,110                                                         | 4,948                                                                                                            |
| 1994                                                                                 | 211,631                                  | 156,730                                       | 5,804                                                    | 150,926                                                                       | 26,999                                               | 7,018                               | 19,981                                   | 23,915                                                         | 3,987                                                                                                            |
| 1993                                                                                 | 208,038                                  | 156,573                                       | 4,389                                                    | 152,184                                                                       | 25,431                                               | 6,491                               | 18,940                                   | 22,852                                                         | 3,194                                                                                                            |
| 1992                                                                                 | 193,031                                  | 143,033                                       | 3,373                                                    | 139,660                                                                       | 26,009                                               | 6,350                               | 19,659                                   | 21,232                                                         | 2,757                                                                                                            |
| 1991                                                                                 | 186,304                                  | 137,593                                       | 2,791                                                    | 134,802                                                                       | 25,760                                               | 6,364                               | 19,396                                   | 20,154                                                         | 2,797                                                                                                            |
| Percent change                                                                       |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| 1995/1994                                                                            | 7.9                                      | 6.8                                           | 29.4                                                     | 6.0                                                                           | 6.5                                                  | 7.2                                 | 6.3                                      | 13.4                                                           | 24.1                                                                                                             |
| 1994/1993                                                                            | 1.7                                      | 0.1                                           | 32.2                                                     | -0.8                                                                          | 6.2                                                  | 8.1                                 | 5.5                                      | 4.7                                                            | 24.8                                                                                                             |
| 1993/1992                                                                            | 7.8                                      | 9.5                                           | 30.1                                                     | 9.0                                                                           | -2.2                                                 | 2.2                                 | -3.7                                     | 7.6                                                            | 15.9                                                                                                             |
| 1992/1991                                                                            | 3.6                                      | 4.0                                           | 20.9                                                     | 3.6                                                                           | 1.0                                                  | -0.2                                | 1.4                                      | 5.3                                                            | -1.4                                                                                                             |
| <b>Annual Payroll</b>                                                                |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| Millions of dollars                                                                  |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| 1995                                                                                 | 53,768                                   | 39,737                                        | 1,725                                                    | 38,012                                                                        | 8,298                                                | 3,036                               | 5,262                                    | 4,650                                                          | 1,083                                                                                                            |
| 1994                                                                                 | 49,952                                   | 37,476                                        | 1,316                                                    | 36,160                                                                        | 7,595                                                | 2,799                               | 4,796                                    | 4,011                                                          | 870                                                                                                              |
| 1993                                                                                 | 48,429                                   | 36,801                                        | 1,007                                                    | 35,794                                                                        | 7,038                                                | 2,620                               | 4,418                                    | 3,861                                                          | 729                                                                                                              |
| 1992                                                                                 | 47,032                                   | 35,900                                        | 779                                                      | 35,121                                                                        | 6,976                                                | 2,547                               | 4,429                                    | 3,533                                                          | 623                                                                                                              |
| 1991                                                                                 | 45,600                                   | 35,320                                        | 625                                                      | 34,695                                                                        | 6,660                                                | 2,492                               | 4,168                                    | 2,973                                                          | 647                                                                                                              |
| Percent change                                                                       |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| 1995/1994                                                                            | 7.6                                      | 6.0                                           | 31.1                                                     | 5.1                                                                           | 9.3                                                  | 8.5                                 | 9.7                                      | 15.9                                                           | 24.5                                                                                                             |
| 1994/1993                                                                            | 3.1                                      | 1.8                                           | 30.7                                                     | 1.0                                                                           | 7.9                                                  | 6.8                                 | 8.6                                      | 3.9                                                            | 19.3                                                                                                             |
| 1993/1992                                                                            | 3.0                                      | 2.5                                           | 29.3                                                     | 1.9                                                                           | 0.9                                                  | 2.9                                 | -0.2                                     | 9.3                                                            | 17.0                                                                                                             |
| 1992/1991                                                                            | 3.1                                      | 1.6                                           | 24.6                                                     | 1.2                                                                           | 4.7                                                  | 2.2                                 | 6.3                                      | 18.8                                                           | -3.7                                                                                                             |
| <b>Employer Contributions to Social Security<br/>and Other Supplemental Benefits</b> |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| Millions of dollars                                                                  |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| 1995                                                                                 | 11,740                                   | 9,039                                         | (S)                                                      | 8,745                                                                         | 1,374                                                | 432                                 | 942                                      | 1,071                                                          | 256                                                                                                              |
| 1994                                                                                 | 11,692                                   | 9,245                                         | (S)                                                      | 9,016                                                                         | 1,280                                                | 380                                 | 900                                      | 957                                                            | 210                                                                                                              |
| 1993                                                                                 | 11,582                                   | 9,326                                         | (S)                                                      | 9,153                                                                         | 1,197                                                | 374                                 | 823                                      | 886                                                            | 173                                                                                                              |
| 1992                                                                                 | 11,715                                   | 9,584                                         | (S)                                                      | 9,446                                                                         | 1,166                                                | 359                                 | 807                                      | 801                                                            | 164                                                                                                              |
| 1991                                                                                 | 10,846                                   | 8,924                                         | (S)                                                      | 8,819                                                                         | 1,074                                                | 341                                 | 733                                      | 667                                                            | 181                                                                                                              |
| Percent change                                                                       |                                          |                                               |                                                          |                                                                               |                                                      |                                     |                                          |                                                                |                                                                                                                  |
| 1995/1994                                                                            | 0.4                                      | -2.2                                          | (S)                                                      | -3.0                                                                          | 7.3                                                  | 13.7                                | 4.7                                      | 12.0                                                           | 21.9                                                                                                             |
| 1994/1993                                                                            | 0.9                                      | -0.9                                          | (S)                                                      | -1.5                                                                          | 6.9                                                  | 1.6                                 | 9.4                                      | 8.0                                                            | 21.4                                                                                                             |
| 1993/1992                                                                            | -1.1                                     | -2.7                                          | (S)                                                      | -3.1                                                                          | 2.7                                                  | 4.2                                 | 2.0                                      | 10.6                                                           | 5.5                                                                                                              |
| 1992/1991                                                                            | 8.0                                      | 7.4                                           | (S)                                                      | 7.1                                                                           | 8.6                                                  | 5.3                                 | 10.1                                     | 20.1                                                           | -9.4                                                                                                             |

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. For SIC's 483, 4832, and 4833, estimates are for taxable and tax-exempt firms and organizations. Appendix A, table A-1 provides estimated measures of sampling variability (coefficients of variation).

# Telephone Communications

## SUMMARY OF DATA

Revenue for U.S. telephone firms totaled \$210.0 billion in 1995, an increase of 7.5 percent compared to 1994.

Long-distance service provided 38.9 percent of all telephone industry revenue in 1995, totaling \$81.7 billion. Local service revenue gained 6.3 percent from 1994 to \$50.0 billion in 1995.

Revenue for cellular and radiotelephone services increased 32.1 percent to \$21.0 billion in 1995. While contributing only 10.0 percent of total industry revenue, cellular and radiotelephone services accounted for 34.9 percent of total revenue growth in 1995.

Non-residential customers were the source of \$95.5 billion in telephone communications, except radiotelephone (SIC 4813) revenue. They accounted for 57.9 percent of all

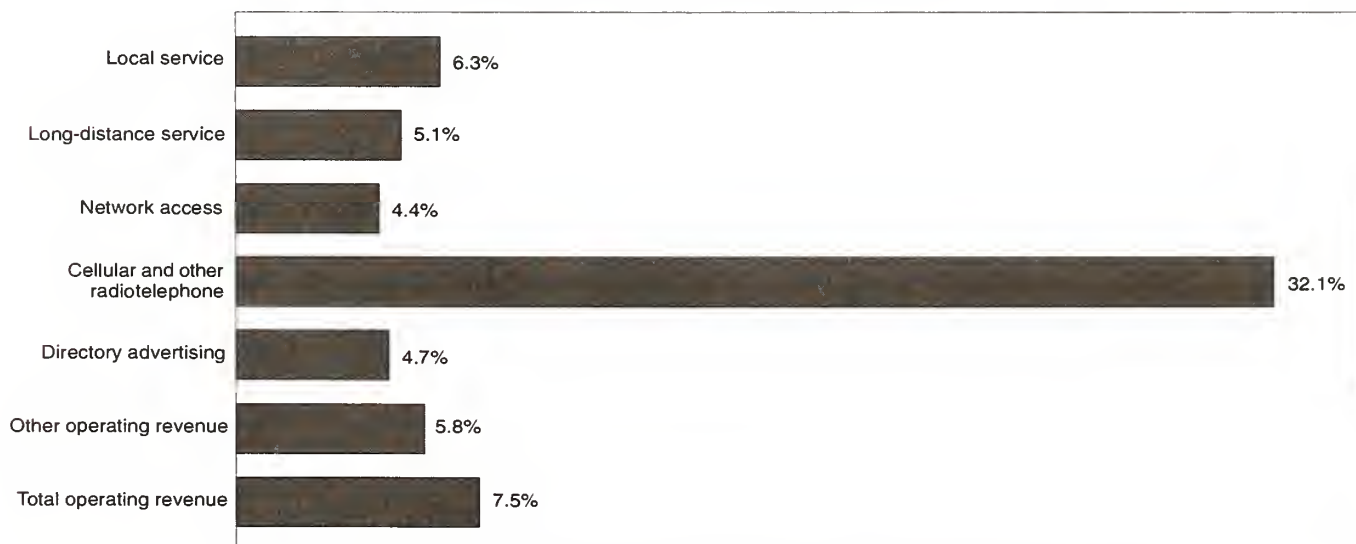
revenue for long-distance, local and network access services. In 1995, the ratio of total long-distance revenue and total network access revenue provided by interstate services were 65.2 percent and 74.7 percent respectively.

Telephone industry expenses reached a total of \$167.4 billion in 1995.

Annual payroll reached \$39.7 billion in 1995 and accounted for approximately one-fourth of all industry expenses. Employer contributions to Social Security and other supplemental benefits was \$9.0 billion in 1995.

Purchased communications for the industry rose 26.9 percent to \$1.3 billion, while purchased advertising rose 3.6 percent to \$4.5 billion.

Figure 1.  
Telephone Communications Services (SIC 481)—Estimated  
Percentage Changes in Operating Revenue: 1994 to 1995



Note: See appendix A, table A-2 for estimated measures of sampling variability (coefficients of variation).

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services: 1995*.

Table 2. Telephone Communications (SIC 481) — Estimated Operating Revenue and Expenses: 1991 Through 1995

| Item                                                                            | Millions of dollars |         |         |         |         | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|---------|---------|---------|---------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994    | 1993    | 1992    | 1991    | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| <b>Operating Revenue</b>                                                        |                     |         |         |         |         |                |           |           |           |
| Total .....                                                                     | 209,963             | 195,333 | 181,700 | 171,578 | 164,738 | 7.5            | 7.5       | 5.9       | 4.2       |
| Local service .....                                                             | 49,954              | 46,994  | 45,313  | 43,341  | 41,354  | 6.3            | 3.7       | 4.5       | 4.8       |
| Long-distance service .....                                                     | 81,666              | 77,711  | 72,306  | 69,446  | 69,006  | 5.1            | 7.5       | 4.1       | 0.6       |
| Network access .....                                                            | 34,963              | 33,485  | 31,884  | 30,998  | 29,947  | 4.4            | 5.0       | 2.9       | 3.5       |
| Cellular and other radiotelephone ..                                            | 21,037              | 15,930  | 12,050  | 9,181   | 6,870   | 32.1           | 32.2      | 31.2      | 33.6      |
| Directory advertising .....                                                     | 9,911               | 9,467   | 9,126   | 8,923   | 8,680   | 4.7            | 3.7       | 2.3       | 2.8       |
| Other operating revenue .....                                                   | 12,432              | 11,746  | 11,021  | 9,689   | 8,881   | 5.8            | 6.6       | 13.7      | 9.1       |
| <b>Operating Expenses</b>                                                       |                     |         |         |         |         |                |           |           |           |
| Total .....                                                                     | 167,434             | 156,730 | 156,573 | 143,033 | 137,593 | 6.8            | 0.1       | 9.5       | 4.0       |
| Annual payroll .....                                                            | 39,737              | 37,476  | 36,801  | 35,900  | 35,320  | 6.0            | 1.8       | 2.5       | 1.6       |
| Employer contributions to Social Security and other supplemental benefits ..... | 9,039               | 9,245   | 9,326   | 9,584   | 8,924   | -2.2           | -0.9      | -2.7      | 7.4       |
| Access charges .....                                                            | 28,669              | 26,849  | 25,510  | 24,539  | 24,039  | 6.8            | 5.2       | 4.0       | 2.1       |
| Depreciation .....                                                              | 28,307              | 26,535  | 24,614  | 23,623  | 23,600  | 6.7            | 7.8       | 4.2       | 0.1       |
| Lease and rental .....                                                          | 5,238               | 4,917   | 4,102   | 4,247   | 3,867   | 6.5            | 19.9      | -3.4      | 9.8       |
| Purchased repairs .....                                                         | 3,612               | 3,636   | 3,125   | 2,915   | 2,954   | -0.7           | 16.4      | 7.2       | -1.3      |
| Insurance .....                                                                 | 271                 | 242     | 217     | 222     | 218     | 12.0           | 11.5      | -2.3      | 1.8       |
| Telephone and other purchased communication services .....                      | 1,334               | 1,051   | 838     | 707     | 544     | 26.9           | 25.4      | 18.5      | 30.0      |
| Purchased utilities .....                                                       | 1,366               | 1,312   | 1,197   | 1,178   | 1,150   | 4.1            | 9.6       | 1.6       | 2.4       |
| Purchased advertising .....                                                     | 4,460               | 4,306   | 3,277   | 2,637   | 2,546   | 3.6            | 31.4      | 24.3      | 3.6       |
| Taxes .....                                                                     | 5,844               | 5,546   | 5,365   | 5,194   | 5,233   | 5.4            | 3.4       | 3.3       | -0.7      |
| Other operating expenses .....                                                  | 39,557              | 35,615  | 42,201  | 32,287  | 29,198  | 11.1           | -15.6     | 30.7      | 10.6      |

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-2 provides estimated measures of sampling variability (coefficients of variation).

Table 3. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Operating Revenue and Expenses: 1991 Through 1995

| Item                                                                            | Millions of dollars |         |         |         |         | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|---------|---------|---------|---------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994    | 1993    | 1992    | 1991    | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| <b>Operating Revenue</b>                                                        |                     |         |         |         |         |                |           |           |           |
| Total .....                                                                     | 200,813             | 188,163 | 176,322 | 167,281 | 161,025 | 6.7            | 6.7       | 5.4       | 3.9       |
| Local service .....                                                             | 49,615              | 46,730  | 45,111  | 43,130  | 41,217  | 6.2            | 3.6       | 4.6       | 4.6       |
| Long-distance service .....                                                     | 81,267              | 77,337  | 71,934  | 69,099  | 68,561  | 5.1            | 7.5       | 4.1       | 0.8       |
| Network access .....                                                            | 34,114              | 32,772  | 31,304  | 30,488  | 29,448  | 4.1            | 4.7       | 2.7       | 3.5       |
| Cellular and other radiotelephone ..                                            | 14,415              | 10,952  | 8,493   | 6,463   | 4,709   | 31.6           | 29.0      | 31.4      | 37.2      |
| Directory advertising .....                                                     | 9,901               | 9,457   | 9,117   | 8,914   | 8,670   | 4.7            | 3.7       | 2.3       | 2.8       |
| Other operating revenue .....                                                   | 11,501              | 10,915  | 10,363  | 9,187   | 8,420   | 5.4            | 5.3       | 12.8      | 9.1       |
| <b>Operating Expenses</b>                                                       |                     |         |         |         |         |                |           |           |           |
| Total .....                                                                     | 159,922             | 150,926 | 152,184 | 139,660 | 134,802 | 6.0            | -0.8      | 9.0       | 3.6       |
| Annual payroll .....                                                            | 38,012              | 36,160  | 35,794  | 35,121  | 34,695  | 5.1            | 1.0       | 1.9       | 1.2       |
| Employer contributions to Social Security and other supplemental benefits ..... | 8,745               | 9,016   | 9,153   | 9,446   | 8,819   | -3.0           | -1.5      | -3.1      | 7.1       |
| Access charges .....                                                            | 27,874              | 26,241  | 25,107  | 24,160  | 23,592  | 6.2            | 4.5       | 3.9       | 2.4       |
| Depreciation .....                                                              | 27,148              | 25,651  | 23,951  | 23,070  | 23,173  | 5.8            | 7.1       | 3.8       | -0.4      |
| Lease and rental .....                                                          | 4,884               | 4,670   | 3,916   | 4,110   | 3,753   | 4.6            | 19.3      | -4.7      | 9.5       |
| Purchased repairs .....                                                         | 3,462               | 3,536   | 3,043   | 2,853   | 2,900   | -2.1           | 16.2      | 6.7       | -1.6      |
| Insurance .....                                                                 | 228                 | 208     | 190     | 201     | 202     | 9.6            | 9.5       | -5.5      | -0.5      |
| Telephone and other purchased communication services .....                      | 1,024               | 826     | 693     | 611     | 469     | 24.0           | 19.2      | 13.4      | 30.3      |
| Purchased utilities .....                                                       | 1,315               | 1,274   | 1,167   | 1,153   | 1,130   | 3.2            | 9.2       | 1.2       | 2.0       |
| Purchased advertising .....                                                     | 4,205               | 4,102   | 3,119   | 2,504   | 2,435   | 2.5            | 31.5      | 24.6      | 2.8       |
| Taxes .....                                                                     | 5,734               | 5,453   | 5,299   | 5,126   | 5,186   | 5.2            | 2.9       | 3.4       | -1.2      |
| Other operating expenses .....                                                  | 37,291              | 33,789  | 40,752  | 31,305  | 28,448  | 10.4           | -17.1     | 30.2      | 10.0      |

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-3 provides estimated measures of sampling variability (coefficients of variation).

Table 4. Telephone Communications, Except Radiotelephone (SIC 4813) — Components of Estimated Operating Revenue and Expenses: 1991 Through 1995

| Item                                                                      | Millions of dollars |         |         |         |         | Percent of total |       |       |       |       |
|---------------------------------------------------------------------------|---------------------|---------|---------|---------|---------|------------------|-------|-------|-------|-------|
|                                                                           | 1995                | 1994    | 1993    | 1992    | 1991    | 1995             | 1994  | 1993  | 1992  | 1991  |
| <b>Operating Revenue</b>                                                  |                     |         |         |         |         |                  |       |       |       |       |
| Total                                                                     | 200,813             | 188,163 | 176,322 | 167,281 | 161,025 | 100.0            | 100.0 | 100.0 | 100.0 | 100.0 |
| Local service                                                             | 49,615              | 46,730  | 45,111  | 43,130  | 41,217  | 24.7             | 24.8  | 25.6  | 25.8  | 25.6  |
| Long-distance service                                                     | 81,267              | 77,337  | 71,934  | 69,099  | 68,561  | 40.5             | 41.1  | 40.8  | 41.3  | 42.6  |
| Network access                                                            | 34,114              | 32,772  | 31,304  | 30,488  | 29,448  | 17.0             | 17.4  | 17.8  | 18.2  | 18.3  |
| Cellular and other radiotelephone                                         | 14,415              | 10,952  | 8,493   | 6,463   | 4,709   | 7.2              | 5.8   | 4.8   | 3.9   | 2.9   |
| Directory advertising                                                     | 9,901               | 9,457   | 9,117   | 8,914   | 8,670   | 4.9              | 5.0   | 5.2   | 5.3   | 5.4   |
| Other operating revenue                                                   | 11,501              | 10,915  | 10,363  | 9,187   | 8,420   | 5.7              | 5.8   | 5.9   | 5.5   | 5.2   |
| <b>Operating Expenses</b>                                                 |                     |         |         |         |         |                  |       |       |       |       |
| Total                                                                     | 159,922             | 150,926 | 152,184 | 139,660 | 134,802 | 100.0            | 100.0 | 100.0 | 100.0 | 100.0 |
| Annual payroll                                                            | 38,012              | 36,160  | 35,794  | 35,121  | 34,695  | 23.8             | 24.0  | 23.5  | 25.1  | 25.7  |
| Employer contributions to Social Security and other supplemental benefits | 8,745               | 9,016   | 9,153   | 9,446   | 8,819   | 5.5              | 6.0   | 6.0   | 6.8   | 6.5   |
| Plans required under Federal and State legislation                        | 3,066               | 2,972   | 2,879   | 2,793   | 2,791   | 1.9              | 2.0   | 1.9   | 2.0   | 2.1   |
| Other fringe benefit plans                                                | 5,679               | 6,044   | 6,274   | 6,653   | 6,028   | 3.6              | 4.0   | 4.1   | 4.8   | 4.5   |
| Access charges                                                            | 27,874              | 26,241  | 25,107  | 24,160  | 23,592  | 17.4             | 17.4  | 16.5  | 17.3  | 17.5  |
| Depreciation                                                              | 27,148              | 25,651  | 23,951  | 23,070  | 23,173  | 17.0             | 17.0  | 15.7  | 16.5  | 17.2  |
| Buildings, offices, and structures                                        | 1,139               | 1,033   | 1,058   | 943     | 843     | 0.7              | 0.7   | 0.7   | 0.7   | 0.6   |
| Communication systems                                                     | 21,724              | 20,580  | 18,980  | 18,550  | 18,408  | 13.6             | 13.6  | 12.5  | 13.3  | 13.7  |
| Vehicles, machinery and equipment, and other tangible assets              | 4,285               | 4,038   | 3,913   | 3,577   | 3,922   | 2.7              | 2.7   | 2.6   | 2.6   | 2.9   |
| Lease and rental                                                          | 4,884               | 4,670   | 3,916   | 4,110   | 3,753   | 3.1              | 3.1   | 2.6   | 2.9   | 2.8   |
| Buildings, offices, and structures                                        | 2,815               | 2,636   | 2,144   | 2,270   | 2,106   | 1.8              | 1.7   | 1.4   | 1.6   | 1.6   |
| Communication systems                                                     | 1,417               | 1,376   | 1,181   | 1,157   | 1,067   | 0.9              | 0.9   | 0.8   | 0.8   | 0.8   |
| Vehicles, and other machinery and equipment                               | 652                 | 658     | 591     | 683     | 580     | 0.4              | 0.4   | 0.4   | 0.5   | 0.4   |
| Purchased repairs                                                         | 3,462               | 3,536   | 3,043   | 2,853   | 2,900   | 2.2              | 2.3   | 2.0   | 2.0   | 2.2   |
| Buildings, offices, and structures                                        | 739                 | 774     | 639     | 650     | 584     | 0.5              | 0.5   | 0.4   | 0.5   | 0.4   |
| Communication systems                                                     | 2,151               | 2,168   | 1,901   | 1,669   | 1,829   | 1.3              | 1.4   | 1.2   | 1.2   | 1.4   |
| Vehicles, and other machinery and equipment                               | 572                 | 594     | 503     | 534     | 487     | 0.4              | 0.4   | 0.3   | 0.4   | 0.4   |
| Insurance                                                                 | 228                 | 208     | 190     | 201     | 202     | 0.1              | 0.1   | 0.1   | 0.1   | 0.1   |
| Telephone and other purchased communication services                      | 1,024               | 826     | 693     | 611     | 469     | 0.6              | 0.5   | 0.5   | 0.4   | 0.3   |
| Purchased utilities                                                       | 1,315               | 1,274   | 1,167   | 1,153   | 1,130   | 0.8              | 0.8   | 0.8   | 0.8   | 0.8   |
| Purchased advertising                                                     | 4,205               | 4,102   | 3,119   | 2,504   | 2,435   | 2.6              | 2.7   | 2.0   | 1.8   | 1.8   |
| Taxes                                                                     | 5,734               | 5,453   | 5,299   | 5,126   | 5,186   | 3.6              | 3.6   | 3.5   | 3.7   | 3.8   |
| Other operating expenses                                                  | 37,291              | 33,789  | 40,752  | 31,305  | 28,448  | 23.3             | 22.4  | 26.8  | 22.4  | 21.1  |

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-4 provides estimated measures of sampling variability (coefficients of variation).

Table 5. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1991 Through 1995

| Item                  | Dollar volume | Type of customer |                | Type of service |            |
|-----------------------|---------------|------------------|----------------|-----------------|------------|
|                       |               | Residential      | Nonresidential | Intrastate      | Interstate |
| Local Service         |               |                  |                |                 |            |
| Millions of dollars   |               |                  |                |                 |            |
| 1995 .....            | 49,615        | 24,974           | 24,641         | 48,938          | 677        |
| 1994 .....            | 46,730        | 23,690           | 23,040         | 46,082          | 648        |
| 1993 .....            | 45,111        | 22,423           | 22,688         | 44,458          | 653        |
| 1992 .....            | 43,130        | 21,481           | 21,649         | 42,544          | 586        |
| 1991 .....            | 41,217        | 20,627           | 20,590         | (NA)            | (NA)       |
| Percent change        |               |                  |                |                 |            |
| 1995/1994 .....       | 6.2           | 5.4              | 6.9            | 6.2             | 4.5        |
| 1994/1993 .....       | 3.6           | 5.7              | 1.6            | 3.7             | -0.8       |
| 1993/1992 .....       | 4.6           | 4.4              | 4.8            | 4.5             | 11.4       |
| 1992/1991 .....       | 4.6           | 4.1              | 5.1            | (NA)            | (NA)       |
| Long-Distance Service |               |                  |                |                 |            |
| Millions of dollars   |               |                  |                |                 |            |
| 1995 .....            | 81,267        | 38,271           | 42,996         | 28,257          | 53,010     |
| 1994 .....            | 77,337        | 36,909           | 40,428         | 27,521          | 49,816     |
| 1993 .....            | 71,934        | 30,963           | 40,971         | 25,407          | 46,527     |
| 1992 .....            | 69,099        | 29,581           | 39,518         | 25,220          | 43,879     |
| 1991 .....            | 68,561        | 26,029           | 42,532         | 24,091          | 44,470     |
| Percent change        |               |                  |                |                 |            |
| 1995/1994 .....       | 5.1           | 3.7              | 6.4            | 2.7             | 6.4        |
| 1994/1993 .....       | 7.5           | 19.2             | -1.3           | 8.3             | 7.1        |
| 1993/1992 .....       | 4.1           | 4.7              | 3.7            | 0.7             | 6.0        |
| 1992/1991 .....       | 0.8           | 13.6             | -7.1           | 4.7             | -1.3       |
| Network Access        |               |                  |                |                 |            |
| Millions of dollars   |               |                  |                |                 |            |
| 1995 .....            | 34,114        | 6,236            | 27,878         | 8,620           | 25,494     |
| 1994 .....            | 32,772        | 5,942            | 26,830         | 7,845           | 24,927     |
| 1993 .....            | 31,304        | 5,828            | 25,476         | 7,744           | 23,560     |
| 1992 .....            | 30,488        | 5,812            | 24,676         | 7,799           | 22,689     |
| 1991 .....            | 29,448        | 5,369            | 24,079         | 7,168           | 22,280     |
| Percent change        |               |                  |                |                 |            |
| 1995/1994 .....       | 4.1           | 4.9              | 3.9            | 9.9             | 2.3        |
| 1994/1993 .....       | 4.7           | 2.0              | 5.3            | 1.3             | 5.8        |
| 1993/1992 .....       | 2.7           | 0.3              | 3.2            | -0.7            | 3.8        |
| 1992/1991 .....       | 3.5           | 8.3              | 2.5            | 8.8             | 1.8        |

NA Not available.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-5 provides estimated measures of sampling variability (coefficients of variation).

**Table 6. Telephone Communications (SIC 481) — Estimated Cellular and Other Radiotelephone Revenue, by Type of Service: 1995**

| Item                                                         | Millions of dollars |
|--------------------------------------------------------------|---------------------|
| Cellular and other radiotelephone revenue <sup>1</sup> ..... | 21,037              |
| <b>Type of Service</b>                                       |                     |
| Air time .....                                               | 8,473               |
| Basic service .....                                          | 6,743               |
| Long-distance service .....                                  | 269                 |
| Roaming charges .....                                        | 2,294               |
| Other services .....                                         | 3,258               |

<sup>1</sup>Includes cellular and other radiotelephone revenue for firms primarily engaged in providing radiotelephone services (SIC 4812), and telephone communications, except radiotelephone (SIC 4813).

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-6 provides estimated measures of sampling variability (coefficients of variation).

# Radio and Television Broadcasting Services

## SUMMARY OF DATA

### Taxable Firms

Total operating revenue for taxable U.S. television and radio broadcasters combined was \$33.9 billion in 1995, an increase of 9.2 percent from 1994.

Revenue for the television broadcasting industry was about \$25.2 billion in 1995. Sales of television time to networks, advertisers, and sponsors (station time sales), representing 61.6 percent of television revenue, was \$15.5 billion in 1995. National and regional television advertising sales increased 10.4 percent while local advertising, which accounted for 53.2 percent of total station time sales in 1995, increased 10.5 percent from the previous year. Television network times sales increased 4.8 percent from 1994 to \$8.8 billion.

Revenue for the nation's radio broadcasters rose 9.8 percent to \$8.8 billion in 1995. Station time sales accounted for 92.5 percent of their total revenue. Local advertising, accounting for 75.0 percent of radio station time sales in 1995, was up 7.5 percent from the previous year.

Operating expenses for the television broadcasting industry were \$19.4 billion in 1995. Broadcast rights to first-run programs, feature films, syndicated programs, and sporting events accounted for 38.5 percent of total operating expenses for television broadcasters in 1995, an increase in dollar volume of 4.4 percent.

Operating expenses for the radio industry were \$7.3 billion in 1995. Annual payroll, \$2.9 billion in 1995, was the largest component of these expenses.

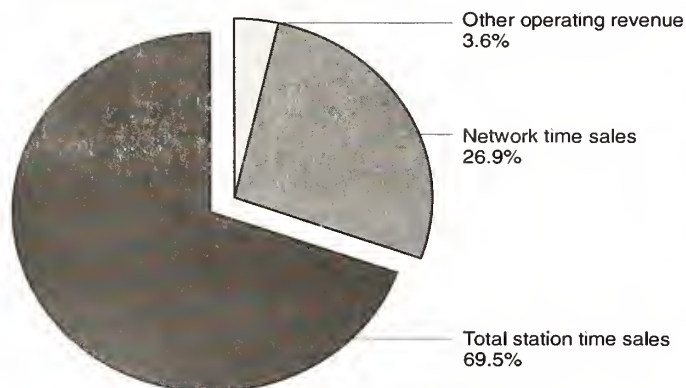
### Tax-Exempt Firms

Total revenue for tax-exempt radio and television broadcasters combined was \$2.1 billion in 1995, up 4.4 percent from 1994.

Revenue for tax-exempt television broadcasters increased 4.2 percent. Tax-exempt radio broadcasters' revenue increased 6.1 percent in 1995.

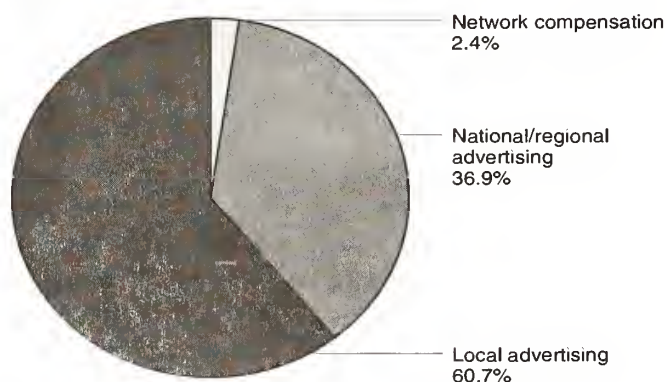
Operating expenses for tax-exempt radio and television broadcasters combined were \$2.1 billion in 1995.

Figure 2.  
**Broadcasting Services (SIC 483)—  
Estimated Percentages of Operating Revenue  
for Taxable Firms, by Source: 1995**  
(Total operating revenue = \$33.9 billion)



Note: Estimated coefficients of variation are as follows: station time sales, 0.8; network time sales, 2.2; and other operating revenue, 4.7.

Figure 3.  
**Broadcasting Services (SIC 483)—  
Estimated Percentages of Station Time Sales  
for Taxable Firms, by Source: 1995**  
(Total station time sales = \$23.6 billion)



Note: Estimated coefficients of variation are as follows: network compensation, 4.6; national/regional advertising, 1.0; and local advertising, 0.6.

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services: 1995*.

**Table 7. Total Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |        |        |        |        | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|--------|--------|--------|--------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994   | 1993   | 1992   | 1991   | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| Total revenue <sup>1</sup> .....                                                | 36,035              | 33,089 | 30,383 | 29,853 | 28,741 | 8.9            | 8.9       | 1.8       | 3.9       |
| <b>Operating Expenses</b>                                                       |                     |        |        |        |        |                |           |           |           |
| Total .....                                                                     | 28,761              | 26,999 | 25,431 | 26,009 | 25,760 | 6.5            | 6.2       | -2.2      | 1.0       |
| Annual payroll .....                                                            | 8,298               | 7,595  | 7,038  | 6,976  | 6,660  | 9.3            | 7.9       | 0.9       | 4.7       |
| Employer contributions to Social Security and other supplemental benefits ..... | 1,374               | 1,280  | 1,197  | 1,166  | 1,074  | 7.3            | 6.9       | 2.7       | 8.6       |
| Broadcast rights .....                                                          | 8,595               | 8,171  | 8,011  | 8,564  | 8,727  | 5.2            | 2.0       | -6.5      | -1.9      |
| Music license fees .....                                                        | 411                 | 349    | 341    | 371    | 363    | 17.8           | 2.3       | -8.1      | 2.2       |
| Depreciation .....                                                              | 1,399               | 1,273  | 1,262  | 1,331  | 1,351  | 9.9            | 0.9       | -5.2      | -1.5      |
| Lease and rental .....                                                          | 556                 | 527    | 506    | 490    | 496    | 5.5            | 4.2       | 3.3       | -1.2      |
| Purchased repairs .....                                                         | 300                 | 274    | 251    | 242    | 244    | 9.5            | 9.2       | 3.7       | -0.8      |
| Insurance .....                                                                 | 184                 | 178    | 166    | 168    | 157    | 3.4            | 7.2       | -1.2      | 7.0       |
| Telephone and other purchased communication services .....                      | 296                 | 273    | 255    | 255    | 249    | 8.4            | 7.1       | -         | 2.4       |
| Purchased utilities .....                                                       | 310                 | 297    | 278    | 279    | 275    | 4.4            | 6.8       | -0.4      | 1.5       |
| Purchased advertising .....                                                     | 1,105               | 972    | 840    | 827    | 869    | 13.7           | 15.7      | 1.6       | -4.8      |
| Taxes .....                                                                     | 235                 | 203    | 187    | 191    | 175    | 15.8           | 8.6       | -2.1      | 9.1       |
| Other operating expenses <sup>2</sup> .....                                     | 5,698               | 5,607  | 5,099  | 5,149  | 5,120  | 1.6            | 10.0      | -1.0      | 0.6       |

- Represents zero.

<sup>1</sup>Includes non-operating income from tax-exempt firms.

<sup>2</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-7 provides estimated measures of sampling variability (coefficients of variation).

Table 8. **Radio Broadcasting Services (SIC 4832) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |       |       |       |       | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|-------|-------|-------|-------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994  | 1993  | 1992  | 1991  | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| Total revenue <sup>1</sup> .....                                                | 9,045               | 8,244 | 7,476 | 7,019 | 6,890 | 9.7            | 10.3      | 6.5       | 1.9       |
| <b>Operating Expenses</b>                                                       |                     |       |       |       |       |                |           |           |           |
| Total .....                                                                     | 7,520               | 7,018 | 6,491 | 6,350 | 6,364 | 7.2            | 8.1       | 2.2       | -0.2      |
| Annual payroll .....                                                            | 3,036               | 2,799 | 2,620 | 2,547 | 2,492 | 8.5            | 6.8       | 2.9       | 2.2       |
| Employer contributions to Social Security and other supplemental benefits ..... | 432                 | 380   | 374   | 359   | 341   | 13.7           | 1.6       | 4.2       | 5.3       |
| Broadcast rights .....                                                          | 303                 | 248   | 246   | 218   | 284   | 22.2           | 0.8       | 12.8      | -23.2     |
| Music license fees .....                                                        | 202                 | 182   | 162   | 150   | 152   | 11.0           | 12.3      | 8.0       | -1.3      |
| Depreciation .....                                                              | 500                 | 455   | 444   | 460   | 473   | 9.9            | 2.5       | -3.5      | -2.7      |
| Lease and rental .....                                                          | 254                 | 243   | 218   | 204   | 200   | 4.5            | 11.5      | 6.9       | 2.0       |
| Purchased repairs .....                                                         | 92                  | 88    | 85    | 82    | 84    | 4.5            | 3.5       | 3.7       | -2.4      |
| Insurance .....                                                                 | 78                  | 75    | 69    | 68    | 66    | 4.0            | 8.7       | 1.5       | 3.0       |
| Telephone and other purchased communication services .....                      | 139                 | 129   | 121   | 121   | 117   | 7.8            | 6.6       | -         | 3.4       |
| Purchased utilities .....                                                       | 119                 | 113   | 104   | 107   | 105   | 5.3            | 8.7       | -2.8      | 1.9       |
| Purchased advertising .....                                                     | 413                 | 370   | 314   | 318   | 334   | 11.6           | 17.8      | -1.3      | -4.8      |
| Taxes .....                                                                     | 91                  | 73    | 70    | 66    | 59    | 24.7           | 4.3       | 6.1       | 11.9      |
| Other operating expenses <sup>2</sup> .....                                     | 1,861               | 1,863 | 1,664 | 1,650 | 1,657 | -0.1           | 12.0      | 0.8       | -0.4      |

- Represents zero.

<sup>1</sup>Includes non-operating income from tax-exempt firms.

<sup>2</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-7 provides estimated measures of sampling variability (coefficients of variation).

Table 9. **Television Broadcasting Services (SIC 4833) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |        |        |        |        | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|--------|--------|--------|--------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994   | 1993   | 1992   | 1991   | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| Total revenue <sup>1</sup> .....                                                | 26,990              | 24,845 | 22,907 | 22,834 | 21,851 | 8.6            | 8.5       | 0.3       | 4.5       |
| <b>Operating Expenses</b>                                                       |                     |        |        |        |        |                |           |           |           |
| Total .....                                                                     | 21,241              | 19,981 | 18,940 | 19,659 | 19,396 | 6.3            | 5.5       | -3.7      | 1.4       |
| Annual payroll .....                                                            | 5,262               | 4,796  | 4,418  | 4,429  | 4,168  | 9.7            | 8.6       | -0.2      | 6.3       |
| Employer contributions to Social Security and other supplemental benefits ..... | 942                 | 900    | 823    | 807    | 733    | 4.7            | 9.4       | 2.0       | 10.1      |
| Broadcast rights .....                                                          | 8,292               | 7,923  | 7,765  | 8,346  | 8,443  | 4.7            | 2.0       | -7.0      | -1.1      |
| Music license fees .....                                                        | 209                 | 167    | 179    | 221    | 211    | 25.1           | -6.7      | -19.0     | 4.7       |
| Depreciation .....                                                              | 899                 | 818    | 818    | 871    | 878    | 9.9            | -         | -6.1      | -0.8      |
| Lease and rental .....                                                          | 302                 | 284    | 288    | 286    | 296    | 6.3            | -1.4      | 0.7       | -3.4      |
| Purchased repairs .....                                                         | 208                 | 186    | 166    | 160    | 160    | 11.8           | 12.0      | 3.8       | -         |
| Insurance .....                                                                 | 106                 | 103    | 97     | 100    | 91     | 2.9            | 6.2       | -3.0      | 9.9       |
| Telephone and other purchased communication services .....                      | 157                 | 144    | 134    | 134    | 132    | 9.0            | 7.5       | -         | 1.5       |
| Purchased utilities .....                                                       | 191                 | 184    | 174    | 172    | 170    | 3.8            | 5.7       | 1.2       | 1.2       |
| Purchased advertising .....                                                     | 692                 | 602    | 526    | 509    | 535    | 15.0           | 14.4      | 3.3       | -4.9      |
| Taxes .....                                                                     | 144                 | 130    | 117    | 125    | 116    | 10.8           | 11.1      | -6.4      | 7.8       |
| Other operating expenses <sup>2</sup> .....                                     | 3,837               | 3,744  | 3,435  | 3,499  | 3,463  | 2.5            | 9.0       | -1.8      | 1.0       |

- Represents zero.

<sup>1</sup>Includes non-operating income from tax-exempt firms.

<sup>2</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-7 provides estimated measures of sampling variability (coefficients of variation).

**Table 10. Total Broadcasting Services (SIC 483) — Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |        |        |        |        | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|--------|--------|--------|--------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994   | 1993   | 1992   | 1991   | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| <b>Operating Revenue</b>                                                        |                     |        |        |        |        |                |           |           |           |
| Total .....                                                                     | 33,920              | 31,064 | 28,281 | 27,859 | 26,845 | 9.2            | 9.8       | 1.5       | 3.8       |
| Station time sales .....                                                        | 23,590              | 21,352 | 19,227 | 18,580 | 18,022 | 10.5           | 11.1      | 3.5       | 3.1       |
| Network compensation .....                                                      | 566                 | 455    | 444    | 459    | 510    | 24.4           | 2.5       | -3.3      | -10.0     |
| National/regional advertising .....                                             | 8,713               | 7,794  | 6,922  | 6,733  | 6,666  | 11.8           | 12.6      | 2.8       | 1.0       |
| Local advertising .....                                                         | 14,311              | 13,103 | 11,861 | 11,388 | 10,846 | 9.2            | 10.5      | 4.2       | 5.0       |
| Network time sales .....                                                        | 9,118               | 8,702  | 8,053  | 8,221  | 7,645  | 4.8            | 8.1       | -2.0      | 7.5       |
| Other operating revenue .....                                                   | 1,212               | 1,010  | 1,001  | 1,058  | 1,178  | 20.0           | 0.9       | -5.4      | -10.2     |
| <b>Operating Expenses</b>                                                       |                     |        |        |        |        |                |           |           |           |
| Total .....                                                                     | 26,698              | 25,038 | 23,448 | 24,135 | 23,944 | 6.6            | 6.8       | -2.8      | 0.8       |
| Annual payroll .....                                                            | 7,861               | 7,178  | 6,641  | 6,595  | 6,288  | 9.5            | 8.1       | 0.7       | 4.9       |
| Employer contributions to Social Security and other supplemental benefits ..... | 1,288               | 1,197  | 1,118  | 1,090  | 1,001  | 7.6            | 7.1       | 2.6       | 8.9       |
| Broadcast rights .....                                                          | 7,770               | 7,396  | 7,172  | 7,737  | 7,922  | 5.1            | 3.1       | -7.3      | -2.3      |
| Music license fees .....                                                        | 409                 | 347    | 339    | 370    | 361    | 17.9           | 2.4       | -8.4      | 2.5       |
| Depreciation .....                                                              | 1,316               | 1,192  | 1,187  | 1,264  | 1,286  | 10.4           | 0.4       | -6.1      | -1.7      |
| Lease and rental .....                                                          | 514                 | 487    | 469    | 452    | 462    | 5.5            | 3.8       | 3.8       | -2.2      |
| Purchased repairs .....                                                         | 279                 | 257    | 233    | 226    | 228    | 8.6            | 10.3      | 3.1       | -0.9      |
| Insurance .....                                                                 | 172                 | 168    | 156    | 158    | 147    | 2.4            | 7.7       | -1.3      | 7.5       |
| Telephone and other purchased communication services .....                      | 272                 | 251    | 234    | 236    | 231    | 8.4            | 7.3       | -0.8      | 2.2       |
| Purchased utilities .....                                                       | 282                 | 269    | 253    | 256    | 252    | 4.8            | 6.3       | -1.2      | 1.6       |
| Purchased advertising .....                                                     | 1,071               | 942    | 808    | 797    | 842    | 13.7           | 16.6      | 1.4       | -5.3      |
| Taxes .....                                                                     | 231                 | 200    | 184    | 187    | 172    | 15.5           | 8.7       | -1.6      | 8.7       |
| Other operating expenses <sup>1</sup> .....                                     | 5,233               | 5,154  | 4,654  | 4,767  | 4,752  | 1.5            | 10.7      | -2.4      | 0.3       |

<sup>1</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 15. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

Table 11. **Radio Broadcasting Services (SIC 4832) — Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |       |       |       |       | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|-------|-------|-------|-------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994  | 1993  | 1992  | 1991  | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| <b>Operating Revenue</b>                                                        |                     |       |       |       |       |                |           |           |           |
| Total .....                                                                     | 8,765               | 7,980 | 7,231 | 6,795 | 6,671 | 9.8            | 10.4      | 6.4       | 1.9       |
| Station time sales .....                                                        | 8,105               | 7,397 | 6,693 | 6,275 | 6,104 | 9.6            | 10.5      | 6.7       | 2.8       |
| Network compensation .....                                                      | 100                 | 95    | 87    | 95    | 98    | 5.3            | 9.2       | -8.4      | -3.1      |
| National/regional advertising .....                                             | 1,926               | 1,646 | 1,433 | 1,313 | 1,433 | 17.0           | 14.9      | 9.1       | -8.4      |
| Local advertising .....                                                         | 6,079               | 5,656 | 5,173 | 4,867 | 4,573 | 7.5            | 9.3       | 6.3       | 6.4       |
| Network time sales .....                                                        | 356                 | 338   | 285   | 276   | 312   | 5.3            | 18.6      | 3.3       | -11.5     |
| Other operating revenue .....                                                   | 304                 | 245   | 253   | 244   | 255   | 24.1           | -3.2      | 3.7       | -4.3      |
| <b>Operating Expenses</b>                                                       |                     |       |       |       |       |                |           |           |           |
| Total .....                                                                     | 7,253               | 6,769 | 6,257 | 6,137 | 6,157 | 7.2            | 8.2       | 2.0       | -0.3      |
| Annual payroll .....                                                            | 2,940               | 2,709 | 2,535 | 2,469 | 2,413 | 8.5            | 6.9       | 2.7       | 2.3       |
| Employer contributions to Social Security and other supplemental benefits ..... | 412                 | 362   | 356   | 343   | 326   | 13.8           | 1.7       | 3.8       | 5.2       |
| Broadcast rights .....                                                          | 292                 | 236   | 235   | 209   | 274   | 23.7           | 0.4       | 12.4      | -23.7     |
| Music license fees .....                                                        | 201                 | 181   | 161   | 149   | 151   | 11.0           | 12.4      | 8.1       | -1.3      |
| Depreciation .....                                                              | 486                 | 441   | 431   | 449   | 463   | 10.2           | 2.3       | -4.0      | -3.0      |
| Lease and rental .....                                                          | 239                 | 228   | 207   | 191   | 189   | 4.8            | 10.1      | 8.4       | 1.1       |
| Purchased repairs .....                                                         | 86                  | 83    | 79    | 77    | 79    | 3.6            | 5.1       | 2.6       | -2.5      |
| Insurance .....                                                                 | 75                  | 73    | 67    | 66    | 64    | 2.7            | 9.0       | 1.5       | 3.1       |
| Telephone and other purchased communication services .....                      | 132                 | 122   | 115   | 116   | 112   | 8.2            | 6.1       | -0.9      | 3.6       |
| Purchased utilities .....                                                       | 112                 | 106   | 98    | 102   | 100   | 5.7            | 8.2       | -3.9      | 2.0       |
| Purchased advertising .....                                                     | 409                 | 367   | 310   | 314   | 330   | 11.4           | 18.4      | -1.3      | -4.8      |
| Taxes .....                                                                     | 90                  | 72    | 69    | 65    | 58    | 25.0           | 4.3       | 6.2       | 12.1      |
| Other operating expenses <sup>1</sup> .....                                     | 1,779               | 1,789 | 1,594 | 1,587 | 1,598 | -0.6           | 12.2      | 0.4       | -0.7      |

<sup>1</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 16. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

**Table 12. Television Broadcasting Services (SIC 4833) — Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |        |        |        |        | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|--------|--------|--------|--------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994   | 1993   | 1992   | 1991   | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| <b>Operating Revenue</b>                                                        |                     |        |        |        |        |                |           |           |           |
| Total .....                                                                     | 25,155              | 23,084 | 21,050 | 21,064 | 20,174 | 9.0            | 9.7       | -0.1      | 4.4       |
| Station time sales .....                                                        | 15,485              | 13,955 | 12,534 | 12,305 | 11,918 | 11.0           | 11.3      | 1.9       | 3.2       |
| Network compensation .....                                                      | 466                 | 360    | 357    | 364    | 412    | 29.4           | 0.8       | -1.9      | -11.7     |
| National/regional advertising .....                                             | 6,787               | 6,148  | 5,489  | 5,420  | 5,233  | 10.4           | 12.0      | 1.3       | 3.6       |
| Local advertising .....                                                         | 8,232               | 7,447  | 6,688  | 6,521  | 6,273  | 10.5           | 11.3      | 2.6       | 4.0       |
| Network time sales .....                                                        | 8,762               | 8,364  | 7,768  | 7,945  | 7,333  | 4.8            | 7.7       | -2.2      | 8.3       |
| Other operating revenue .....                                                   | 908                 | 765    | 748    | 814    | 923    | 18.7           | 2.3       | -8.1      | -11.8     |
| <b>Operating Expenses</b>                                                       |                     |        |        |        |        |                |           |           |           |
| Total .....                                                                     | 19,445              | 18,269 | 17,191 | 17,998 | 17,787 | 6.4            | 6.3       | -4.5      | 1.2       |
| Annual payroll .....                                                            | 4,921               | 4,469  | 4,106  | 4,126  | 3,875  | 10.1           | 8.8       | -0.5      | 6.5       |
| Employer contributions to Social Security and other supplemental benefits ..... | 876                 | 835    | 762    | 747    | 675    | 4.9            | 9.6       | 2.0       | 10.7      |
| Broadcast rights .....                                                          | 7,478               | 7,160  | 6,937  | 7,528  | 7,648  | 4.4            | 3.2       | -7.9      | -1.6      |
| Music license fees .....                                                        | 208                 | 166    | 178    | 221    | 210    | 25.3           | -6.7      | -19.5     | 5.2       |
| Depreciation .....                                                              | 830                 | 751    | 756    | 815    | 823    | 10.5           | -0.7      | -7.2      | -1.0      |
| Lease and rental .....                                                          | 275                 | 259    | 262    | 261    | 273    | 6.2            | -1.1      | 0.4       | -4.4      |
| Purchased repairs .....                                                         | 193                 | 174    | 154    | 149    | 149    | 10.9           | 13.0      | 3.4       | -         |
| Insurance .....                                                                 | 97                  | 95     | 89     | 92     | 83     | 2.1            | 6.7       | -3.3      | 10.8      |
| Telephone and other purchased communication services .....                      | 140                 | 129    | 119    | 120    | 119    | 8.5            | 8.4       | -0.8      | 0.8       |
| Purchased utilities .....                                                       | 170                 | 163    | 155    | 154    | 152    | 4.3            | 5.2       | 0.6       | 1.3       |
| Purchased advertising .....                                                     | 662                 | 575    | 498    | 483    | 512    | 15.1           | 15.5      | 3.1       | -5.7      |
| Taxes .....                                                                     | 141                 | 128    | 115    | 122    | 114    | 10.2           | 11.3      | -5.7      | 7.0       |
| Other operating expenses <sup>1</sup> .....                                     | 3,454               | 3,365  | 3,060  | 3,180  | 3,154  | 2.6            | 10.0      | -3.8      | 0.8       |

- Represents zero.

<sup>1</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 17. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

Table 13. Radio Broadcasting (SIC 4832) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995

| Item                                                                            | Millions of dollars |       |       |       |       | Percent of total |       |       |       |       |
|---------------------------------------------------------------------------------|---------------------|-------|-------|-------|-------|------------------|-------|-------|-------|-------|
|                                                                                 | 1995                | 1994  | 1993  | 1992  | 1991  | 1995             | 1994  | 1993  | 1992  | 1991  |
| <b>Operating Revenue</b>                                                        |                     |       |       |       |       |                  |       |       |       |       |
| Total .....                                                                     | 8,765               | 7,980 | 7,231 | 6,795 | 6,671 | 100.0            | 100.0 | 100.0 | 100.0 | 100.0 |
| Station time sales .....                                                        | 8,105               | 7,397 | 6,693 | 6,275 | 6,104 | 92.5             | 92.7  | 92.6  | 92.3  | 91.5  |
| Network compensation .....                                                      | 100                 | 95    | 87    | 95    | 98    | 1.1              | 1.2   | 1.2   | 1.4   | 1.5   |
| National/regional advertising .....                                             | 1,926               | 1,646 | 1,433 | 1,313 | 1,433 | 22.0             | 20.6  | 19.8  | 19.3  | 21.5  |
| Local advertising .....                                                         | 6,079               | 5,656 | 5,173 | 4,867 | 4,573 | 69.4             | 70.9  | 71.5  | 71.6  | 68.6  |
| Network time sales .....                                                        | 356                 | 338   | 285   | 276   | 312   | 4.1              | 4.2   | 3.9   | 4.1   | 4.7   |
| Other operating revenue .....                                                   | 304                 | 245   | 253   | 244   | 255   | 3.5              | 3.1   | 3.5   | 3.6   | 3.8   |
| <b>Operating Expenses</b>                                                       |                     |       |       |       |       |                  |       |       |       |       |
| Total .....                                                                     | 7,253               | 6,769 | 6,257 | 6,137 | 6,157 | 100.0            | 100.0 | 100.0 | 100.0 | 100.0 |
| Annual payroll .....                                                            | 2,940               | 2,709 | 2,535 | 2,469 | 2,413 | 40.5             | 40.0  | 40.5  | 40.2  | 39.2  |
| Employer contributions to Social Security and other supplemental benefits ..... | 412                 | 362   | 356   | 343   | 326   | 5.7              | 5.3   | 5.7   | 5.6   | 5.3   |
| Broadcast rights .....                                                          | 292                 | 236   | 235   | 209   | 274   | 4.0              | 3.5   | 3.8   | 3.4   | 4.5   |
| Music license fees .....                                                        | 201                 | 181   | 161   | 149   | 151   | 2.8              | 2.7   | 2.6   | 2.4   | 2.5   |
| Depreciation .....                                                              | 486                 | 441   | 431   | 449   | 463   | 6.7              | 6.5   | 6.9   | 7.3   | 7.5   |
| Buildings, offices, and structures .....                                        | 116                 | 104   | 103   | 109   | 104   | 1.6              | 1.5   | 1.6   | 1.8   | 1.7   |
| Transmission systems .....                                                      | 197                 | 185   | 179   | 194   | 204   | 2.7              | 2.7   | 2.9   | 3.2   | 3.3   |
| Vehicles, machinery and equipment, and other tangible assets .....              | 173                 | 152   | 149   | 146   | 155   | 2.4              | 2.2   | 2.4   | 2.4   | 2.5   |
| Lease and rental .....                                                          | 239                 | 228   | 207   | 191   | 189   | 3.3              | 3.4   | 3.3   | 3.1   | 3.1   |
| Buildings, offices, and structures .....                                        | 160                 | 154   | 139   | 130   | 129   | 2.2              | 2.3   | 2.2   | 2.1   | 2.1   |
| Transmission systems .....                                                      | 53                  | 50    | 44    | 40    | 37    | 0.7              | 0.7   | 0.7   | 0.7   | 0.6   |
| Vehicles, and other machinery and equipment .....                               | 26                  | 24    | 24    | 21    | 23    | 0.4              | 0.4   | 0.4   | 0.3   | 0.4   |
| Purchased repairs .....                                                         | 86                  | 83    | 79    | 77    | 79    | 1.2              | 1.2   | 1.3   | 1.3   | 1.3   |
| Buildings, offices, and structures .....                                        | 31                  | 24    | 25    | 24    | 27    | 0.4              | 0.4   | 0.4   | 0.4   | 0.4   |
| Transmission systems .....                                                      | 31                  | 35    | 32    | 34    | 31    | 0.4              | 0.5   | 0.5   | 0.6   | 0.5   |
| Vehicles, and other machinery and equipment .....                               | 24                  | 24    | 22    | 19    | 21    | 0.3              | 0.4   | 0.4   | 0.3   | 0.3   |
| Insurance .....                                                                 | 75                  | 73    | 67    | 66    | 64    | 1.0              | 1.1   | 1.1   | 1.1   | 1.0   |
| Telephone and other purchased communication services .....                      | 132                 | 122   | 115   | 116   | 112   | 1.8              | 1.8   | 1.8   | 1.9   | 1.8   |
| Purchased utilities .....                                                       | 112                 | 106   | 98    | 102   | 100   | 1.5              | 1.6   | 1.6   | 1.7   | 1.6   |
| Purchased advertising .....                                                     | 409                 | 367   | 310   | 314   | 330   | 5.6              | 5.4   | 5.0   | 5.1   | 5.4   |
| Taxes .....                                                                     | 90                  | 72    | 69    | 65    | 58    | 1.2              | 1.1   | 1.1   | 1.1   | 0.9   |
| Other operating expenses <sup>1</sup> .....                                     | 1,779               | 1,789 | 1,594 | 1,587 | 1,598 | 24.5             | 26.4  | 25.5  | 25.9  | 26.0  |

<sup>1</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 16. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-9 provides estimated measures of sampling variability (coefficients of variation).

**Table 14. Television Broadcasting (SIC 4833) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |        |        |        |        | Percent of total |       |       |       |       |
|---------------------------------------------------------------------------------|---------------------|--------|--------|--------|--------|------------------|-------|-------|-------|-------|
|                                                                                 | 1995                | 1994   | 1993   | 1992   | 1991   | 1995             | 1994  | 1993  | 1992  | 1991  |
| <b>Operating Revenue</b>                                                        |                     |        |        |        |        |                  |       |       |       |       |
| Total .....                                                                     | 25,155              | 23,084 | 21,050 | 21,064 | 20,174 | 100.0            | 100.0 | 100.0 | 100.0 | 100.0 |
| Station time sales .....                                                        | 15,485              | 13,955 | 12,534 | 12,305 | 11,918 | 61.6             | 60.5  | 59.5  | 58.4  | 59.1  |
| Network compensation .....                                                      | 466                 | 360    | 357    | 364    | 412    | 1.9              | 1.6   | 1.7   | 1.7   | 2.0   |
| National/regional advertising .....                                             | 6,787               | 6,148  | 5,489  | 5,420  | 5,233  | 27.0             | 26.6  | 26.1  | 25.7  | 25.9  |
| Local advertising .....                                                         | 8,232               | 7,447  | 6,688  | 6,521  | 6,273  | 32.7             | 32.3  | 31.8  | 31.0  | 31.1  |
| Network time sales .....                                                        | 8,762               | 8,364  | 7,768  | 7,945  | 7,333  | 34.8             | 36.2  | 36.9  | 37.7  | 36.3  |
| Other operating revenue .....                                                   | 908                 | 765    | 748    | 814    | 923    | 3.6              | 3.3   | 3.6   | 3.9   | 4.6   |
| <b>Operating Expenses</b>                                                       |                     |        |        |        |        |                  |       |       |       |       |
| Total .....                                                                     | 19,445              | 18,269 | 17,191 | 17,998 | 17,787 | 100.0            | 100.0 | 100.0 | 100.0 | 100.0 |
| Annual payroll .....                                                            | 4,921               | 4,469  | 4,106  | 4,126  | 3,875  | 25.3             | 24.5  | 23.9  | 22.9  | 21.8  |
| Employer contributions to Social Security and other supplemental benefits ..... | 876                 | 835    | 762    | 747    | 675    | 4.5              | 4.6   | 4.4   | 4.2   | 3.8   |
| Broadcast rights .....                                                          | 7,478               | 7,160  | 6,937  | 7,528  | 7,648  | 38.5             | 39.2  | 40.4  | 41.8  | 43.0  |
| Music license fees .....                                                        | 208                 | 166    | 178    | 221    | 210    | 1.1              | 0.9   | 1.0   | 1.2   | 1.2   |
| Depreciation .....                                                              | 830                 | 751    | 756    | 815    | 823    | 4.3              | 4.1   | 4.4   | 4.5   | 4.6   |
| Buildings, offices, and structures .....                                        | 175                 | 134    | 132    | 130    | 113    | 0.9              | 0.7   | 0.8   | 0.7   | 0.6   |
| Transmission systems .....                                                      | 337                 | 339    | 309    | 356    | 395    | 1.7              | 1.9   | 1.8   | 2.0   | 2.2   |
| Vehicles, machinery and equipment, and other tangible assets .....              | 318                 | 278    | 315    | 329    | 315    | 1.6              | 1.5   | 1.8   | 1.8   | 1.8   |
| Lease and rental .....                                                          | 275                 | 259    | 262    | 261    | 273    | 1.4              | 1.4   | 1.5   | 1.5   | 1.5   |
| Buildings, offices, and structures .....                                        | 149                 | 134    | 129    | 125    | 134    | 0.8              | 0.7   | 0.8   | 0.7   | 0.8   |
| Transmission systems .....                                                      | 43                  | 41     | 57     | 57     | 54     | 0.2              | 0.2   | 0.3   | 0.3   | 0.3   |
| Vehicles, and other machinery and equipment .....                               | 83                  | 84     | 76     | 79     | 85     | 0.4              | 0.5   | 0.4   | 0.4   | 0.5   |
| Purchased repairs .....                                                         | 193                 | 174    | 154    | 149    | 149    | 1.0              | 1.0   | 0.9   | 0.8   | 0.8   |
| Buildings, offices, and structures .....                                        | 71                  | 63     | 59     | 56     | 56     | 0.4              | 0.3   | 0.3   | 0.3   | 0.3   |
| Transmission systems .....                                                      | 45                  | 41     | 34     | 34     | 38     | 0.2              | 0.2   | 0.2   | 0.2   | 0.2   |
| Vehicles, and other machinery and equipment .....                               | 77                  | 70     | 61     | 59     | 55     | 0.4              | 0.4   | 0.4   | 0.3   | 0.3   |
| Insurance .....                                                                 | 97                  | 95     | 89     | 92     | 83     | 0.5              | 0.5   | 0.5   | 0.5   | 0.5   |
| Telephone and other purchased communication services .....                      | 140                 | 129    | 119    | 120    | 119    | 0.7              | 0.7   | 0.7   | 0.7   | 0.7   |
| Purchased utilities .....                                                       | 170                 | 163    | 155    | 154    | 152    | 0.9              | 0.9   | 0.9   | 0.9   | 0.9   |
| Purchased advertising .....                                                     | 662                 | 575    | 498    | 483    | 512    | 3.4              | 3.1   | 2.9   | 2.7   | 2.9   |
| Taxes .....                                                                     | 141                 | 128    | 115    | 122    | 114    | 0.7              | 0.7   | 0.7   | 0.7   | 0.6   |
| Other operating expenses <sup>1</sup> .....                                     | 3,454               | 3,365  | 3,060  | 3,180  | 3,154  | 17.8             | 18.4  | 17.8  | 17.7  | 17.7  |

<sup>1</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-10 provides estimated measures of sampling variability (coefficients of variation).

**Table 15. Total Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |       |       |       |       | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|-------|-------|-------|-------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994  | 1993  | 1992  | 1991  | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| Total revenue <sup>1</sup> .....                                                | 2,115               | 2,025 | 2,102 | 1,994 | 1,896 | 4.4            | -3.7      | 5.4       | 5.2       |
| <b>Operating Expenses</b>                                                       |                     |       |       |       |       |                |           |           |           |
| Total .....                                                                     | 2,063               | 1,961 | 1,983 | 1,874 | 1,816 | 5.2            | -1.1      | 5.8       | 3.2       |
| Annual payroll .....                                                            | 437                 | 417   | 397   | 381   | 372   | 4.8            | 5.0       | 4.2       | 2.4       |
| Employer contributions to Social Security and other supplemental benefits ..... | 86                  | 83    | 79    | 76    | 73    | 3.6            | 5.1       | 3.9       | 4.1       |
| Broadcast rights .....                                                          | 825                 | 775   | 839   | 827   | 805   | 6.5            | -7.6      | 1.5       | 2.7       |
| Music license fees .....                                                        | (S)                 | (S)   | (S)   | (S)   | (S)   | (S)            | (S)       | (S)       | (S)       |
| Depreciation .....                                                              | 83                  | 81    | 75    | 67    | 65    | 2.5            | 8.0       | 11.9      | 3.1       |
| Lease and rental .....                                                          | 42                  | 40    | 37    | 38    | 34    | 5.0            | 8.1       | -2.6      | 11.8      |
| Purchased repairs .....                                                         | 21                  | 17    | 18    | 16    | 16    | 23.5           | -5.6      | 12.5      | -         |
| Insurance .....                                                                 | 12                  | 10    | 10    | 10    | 10    | 20.0           | -         | -         | -         |
| Telephone and other purchased communication services .....                      | 24                  | 22    | 21    | 19    | 18    | 9.1            | 4.8       | 10.5      | 5.6       |
| Purchased utilities .....                                                       | 28                  | 28    | 25    | 23    | 23    | -              | 12.0      | 8.7       | -         |
| Purchased advertising .....                                                     | 34                  | 30    | 32    | 30    | 27    | 13.3           | -6.3      | 6.7       | 11.1      |
| Taxes .....                                                                     | (S)                 | (S)   | (S)   | (S)   | (S)   | (S)            | (S)       | (S)       | (S)       |
| Other operating expenses <sup>2</sup> .....                                     | 465                 | 453   | 445   | 382   | 368   | 2.6            | 1.8       | 16.5      | 3.8       |

- Represents zero. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

<sup>2</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-11 provides estimated measures of sampling variability (coefficients of variation).

Table 16. **Radio Broadcasting Services (SIC 4832) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |      |      |      |      | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|------|------|------|------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994 | 1993 | 1992 | 1991 | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| Total revenue <sup>1</sup> .....                                                | 280                 | 264  | 245  | 224  | 219  | 6.1            | 7.8       | 9.4       | 2.3       |
| <b>Operating Expenses</b>                                                       |                     |      |      |      |      |                |           |           |           |
| Total .....                                                                     | 267                 | 249  | 234  | 213  | 207  | 7.2            | 6.4       | 9.9       | 2.9       |
| Annual payroll .....                                                            | 96                  | 90   | 85   | 78   | 79   | 6.7            | 5.9       | 9.0       | -1.3      |
| Employer contributions to Social Security and other supplemental benefits ..... | 20                  | 18   | 18   | 16   | 15   | 11.1           | -         | 12.5      | 6.7       |
| Broadcast rights .....                                                          | 11                  | 12   | 11   | 9    | 10   | -8.3           | 9.1       | 22.2      | -10.0     |
| Music license fees .....                                                        | (S)                 | (S)  | (S)  | (S)  | (S)  | (S)            | (S)       | (S)       | (S)       |
| Depreciation .....                                                              | 14                  | 14   | 13   | 11   | 10   | -              | 7.7       | 18.2      | 10.0      |
| Lease and rental .....                                                          | 15                  | 15   | 11   | 13   | 11   | -              | 36.4      | -15.4     | 18.2      |
| Purchased repairs .....                                                         | 6                   | 5    | 6    | 5    | 5    | 20.0           | -16.7     | 20.0      | -         |
| Insurance .....                                                                 | 3                   | 2    | 2    | 2    | 2    | 50.0           | -         | -         | -         |
| Telephone and other purchased communication services .....                      | 7                   | 7    | 6    | 5    | 5    | -              | 16.7      | 20.0      | -         |
| Purchased utilities .....                                                       | 7                   | 7    | 6    | 5    | 5    | -              | 16.7      | 20.0      | -         |
| Purchased advertising .....                                                     | (S)                 | (S)  | (S)  | (S)  | 4    | (S)            | (S)       | (S)       | (S)       |
| Taxes .....                                                                     | (S)                 | (S)  | (S)  | (S)  | (S)  | (S)            | (S)       | (S)       | (S)       |
| Other operating expenses <sup>2</sup> .....                                     | 82                  | 74   | 70   | 63   | 59   | 10.8           | 5.7       | 11.1      | 6.8       |

- Represents zero. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

<sup>2</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-11 provides estimated measures of sampling variability (coefficients of variation).

Table 17. **Television Broadcasting Services (SIC 4833) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1991 Through 1995**

| Item                                                                            | Millions of dollars |       |       |       |       | Percent change |           |           |           |
|---------------------------------------------------------------------------------|---------------------|-------|-------|-------|-------|----------------|-----------|-----------|-----------|
|                                                                                 | 1995                | 1994  | 1993  | 1992  | 1991  | 1995/1994      | 1994/1993 | 1993/1992 | 1992/1991 |
| Total revenue <sup>1</sup> .....                                                | 1,835               | 1,761 | 1,857 | 1,770 | 1,677 | 4.2            | -5.2      | 4.9       | 5.5       |
| <b>Operating Expenses</b>                                                       |                     |       |       |       |       |                |           |           |           |
| Total .....                                                                     | 1,796               | 1,712 | 1,749 | 1,661 | 1,609 | 4.9            | -2.1      | 5.3       | 3.2       |
| Annual payroll .....                                                            | 341                 | 327   | 312   | 303   | 293   | 4.3            | 4.8       | 3.0       | 3.4       |
| Employer contributions to Social Security and other supplemental benefits ..... | 66                  | 65    | 61    | 60    | 58    | 1.5            | 6.6       | 1.7       | 3.4       |
| Broadcast rights .....                                                          | 814                 | 763   | 828   | 818   | 795   | 6.7            | -7.9      | 1.2       | 2.9       |
| Music license fees .....                                                        | (S)                 | (S)   | (S)   | (S)   | (S)   | (S)            | (S)       | (S)       | (S)       |
| Depreciation .....                                                              | 69                  | 67    | 62    | 56    | 55    | 3.0            | 8.1       | 10.7      | 1.8       |
| Lease and rental .....                                                          | 27                  | 25    | 26    | 25    | 23    | 8.0            | -3.8      | 4.0       | 8.7       |
| Purchased repairs .....                                                         | 15                  | 12    | 12    | 11    | 11    | 25.0           | -         | 9.1       | -         |
| Insurance .....                                                                 | 9                   | 8     | 8     | 8     | 8     | 12.5           | -         | -         | -         |
| Telephone and other purchased communication services .....                      | 17                  | 15    | 15    | 14    | 13    | 13.3           | -         | 7.1       | 7.7       |
| Purchased utilities .....                                                       | 21                  | 21    | 19    | 18    | 18    | -              | 10.5      | 5.6       | -         |
| Purchased advertising .....                                                     | 30                  | 27    | 28    | 26    | 23    | 11.1           | -3.6      | 7.7       | 13.0      |
| Taxes .....                                                                     | (S)                 | (S)   | (S)   | (S)   | (S)   | (S)            | (S)       | (S)       | (S)       |
| Other operating expenses <sup>2</sup> .....                                     | 383                 | 379   | 375   | 319   | 309   | 1.1            | 1.1       | 17.6      | 3.2       |

- Represents zero. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

<sup>2</sup>Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-11 provides estimated measures of sampling variability (coefficients of variation).

## Cable and Other Pay Television Services

### SUMMARY OF DATA

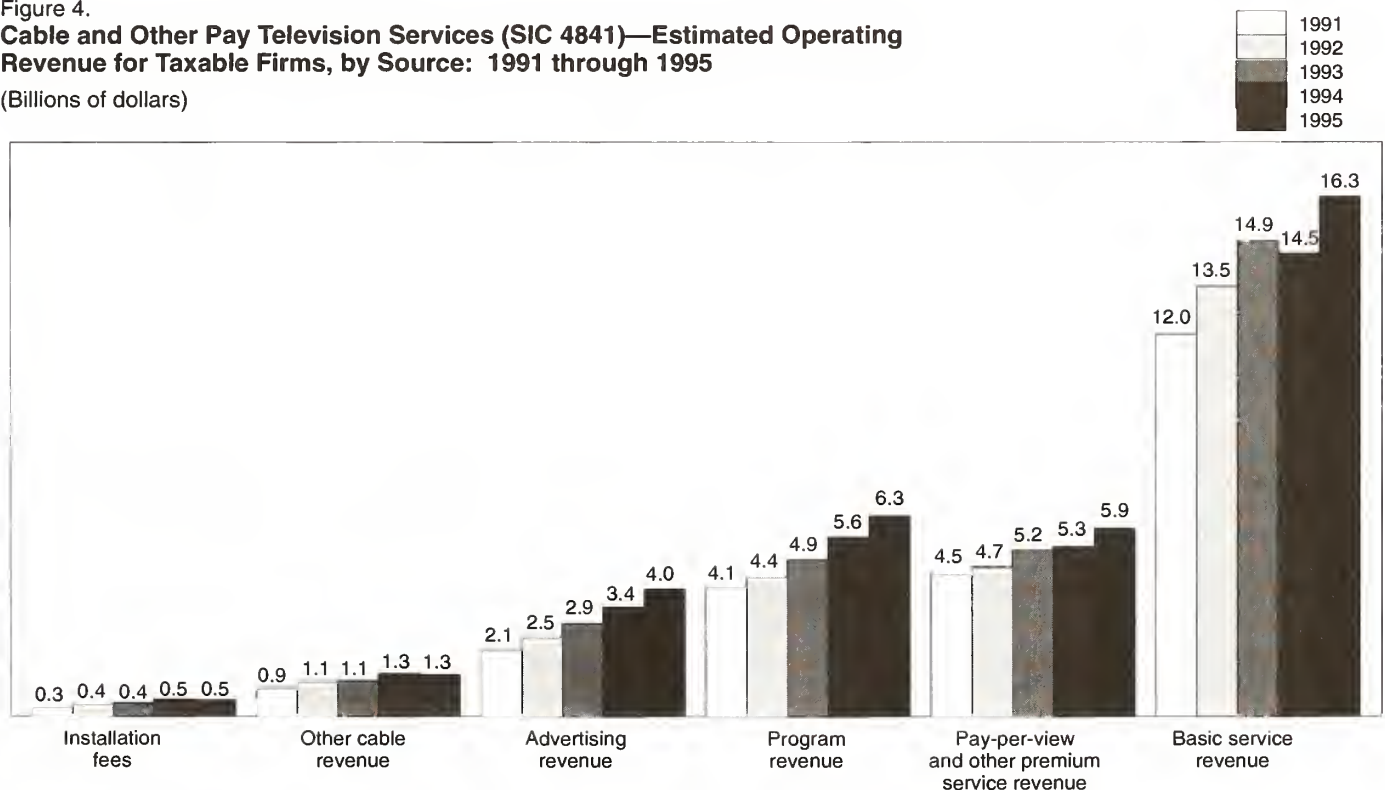
Revenue for the nation's cable television industry rose 13.1 percent from 1994 to \$35.7 billion in 1995.

Cable system operators reported basic service revenue, the largest component of industry revenue, of \$16.3 billion. Pay-per-view and other premium service revenue showed a 10.5 percent increase from 1994. Cable television networks reported revenue from programming services of \$6.3 billion in 1995, an increase of 12.7 percent from 1994. Advertising revenue for the

cable industry reached \$4.0 billion in 1995, up 20.6 percent from 1994.

Total operating expenses rose 13.4 percent from 1994 to \$27.1 billion in 1995. Program and production costs, which accounted for 32.5 percent of total operating expenses in 1995, increased 11.1 percent from 1994 to \$8.8 billion. Depreciation expenses were \$4.7 billion in 1995, accounting for 17.3 percent of total operating expenses. In 1995, annual payroll increased 15.9 percent from 1994, while employer contributions to Social Security and other supplemental benefits rose 11.9 percent.

Figure 4.  
**Cable and Other Pay Television Services (SIC 4841)—Estimated Operating Revenue for Taxable Firms, by Source: 1991 through 1995**  
(Billions of dollars)



Note: See appendix A, table A-12 for estimated measures of sampling variability (coefficients of variation.) Estimates are not adjusted for price changes.

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services: 1995*.

**Table 18. Cable and Other Pay Television Services (SIC 4841) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

| Item                                                                      | Millions of dollars |        |        |        |        | Percent change |               |               |               | Percent of total |       |       |       |       |
|---------------------------------------------------------------------------|---------------------|--------|--------|--------|--------|----------------|---------------|---------------|---------------|------------------|-------|-------|-------|-------|
|                                                                           | 1995                | 1994   | 1993   | 1992   | 1991   | 1995/<br>1994  | 1994/<br>1993 | 1993/<br>1992 | 1992/<br>1991 | 1995             | 1994  | 1993  | 1992  | 1991  |
| <b>Operating Revenue</b>                                                  |                     |        |        |        |        |                |               |               |               |                  |       |       |       |       |
| Total <sup>1</sup>                                                        | 35,664              | 31,535 | 30,209 | 27,465 | 24,954 | 13.1           | 4.4           | 10.0          | 10.1          | (X)              | (X)   | (X)   | (X)   | (X)   |
| Total Cable and other pay television revenue                              | 34,382              | 30,563 | 29,333 | 26,653 | 23,895 | 12.5           | 4.2           | 10.1          | 11.5          | 100.0            | 100.0 | 100.0 | 100.0 | 100.0 |
| Advertising                                                               | 4,045               | 3,353  | 2,873  | 2,491  | 2,100  | 20.6           | 16.7          | 15.3          | 18.6          | 11.8             | 11.0  | 9.8   | 9.3   | 8.8   |
| Program revenue                                                           | 6,341               | 5,626  | 4,868  | 4,423  | 4,112  | 12.7           | 15.6          | 10.1          | 7.6           | 18.4             | 18.4  | 16.6  | 16.6  | 17.2  |
| Basic service revenue                                                     | 16,262              | 14,477 | 14,851 | 13,532 | 11,985 | 12.3           | -2.5          | 9.7           | 12.9          | 47.3             | 47.4  | 50.6  | 50.8  | 50.2  |
| Pay-per-view and other premium service revenue                            | 5,908               | 5,346  | 5,190  | 4,708  | 4,465  | 10.5           | 3.0           | 10.2          | 5.4           | 17.2             | 17.5  | 17.7  | 17.7  | 18.7  |
| Installation fees                                                         | 514                 | 469    | 436    | 390    | 324    | 9.6            | 7.6           | 11.8          | 20.4          | 1.5              | 1.5   | 1.5   | 1.5   | 1.4   |
| Other cable revenue                                                       | 1,312               | 1,292  | 1,115  | 1,109  | 909    | 1.5            | 15.9          | 0.5           | 22.0          | 3.8              | 4.2   | 3.8   | 4.2   | 3.8   |
| <b>Operating Expenses</b>                                                 |                     |        |        |        |        |                |               |               |               |                  |       |       |       |       |
| Total                                                                     | 27,110              | 23,915 | 22,852 | 21,232 | 20,154 | 13.4           | 4.7           | 7.6           | 5.3           | 100.0            | 100.0 | 100.0 | 100.0 | 100.0 |
| Annual payroll                                                            | 4,650               | 4,011  | 3,861  | 3,533  | 2,973  | 15.9           | 3.9           | 9.3           | 18.8          | 17.2             | 16.8  | 16.9  | 16.6  | 14.8  |
| Employer contributions to Social Security and other supplemental benefits | 1,071               | 957    | 886    | 801    | 667    | 11.9           | 8.0           | 10.6          | 20.1          | 4.0              | 4.0   | 3.9   | 3.8   | 3.3   |
| Plans required under Federal and State legislation                        | 420                 | 378    | 352    | 326    | 256    | 11.1           | 7.4           | 8.0           | 27.3          | 1.5              | 1.6   | 1.5   | 1.5   | 1.3   |
| Other fringe benefit plans                                                | 651                 | 579    | 534    | 475    | 411    | 12.4           | 8.4           | 12.4          | 15.6          | 2.4              | 2.4   | 2.3   | 2.2   | 2.0   |
| Program and production costs <sup>2</sup>                                 | 8,806               | 7,926  | 7,447  | 6,763  | 6,317  | 11.1           | 6.4           | 10.1          | 7.1           | 32.5             | 33.1  | 32.6  | 31.9  | 31.3  |
| Depreciation                                                              | 4,687               | 4,087  | 3,917  | 3,704  | 3,634  | 14.7           | 4.3           | 5.8           | 1.9           | 17.3             | 17.1  | 17.1  | 17.4  | 18.0  |
| Buildings, offices, and structures                                        | (S)                 | (S)    | (S)    | (S)    | 229    | (S)            | (S)           | (S)           | (S)           | (S)              | (S)   | (S)   | (S)   | 1.1   |
| Transmission systems                                                      | 3,224               | 2,804  | 2,781  | 2,678  | 2,668  | 15.0           | 0.8           | 3.8           | 0.4           | 11.9             | 11.7  | 12.2  | 12.6  | 13.2  |
| Vehicles, machinery and equipment, and other tangible assets              | 1,098               | 979    | 846    | 769    | 737    | 12.2           | 15.7          | 10.0          | 4.3           | 4.1              | 4.1   | 3.7   | 3.6   | 3.7   |
| Lease and rental                                                          | 691                 | 652    | 633    | 589    | 516    | 6.0            | 3.0           | 7.5           | 14.1          | 2.5              | 2.7   | 2.8   | 2.8   | 2.6   |
| Buildings, offices, and structures                                        | 276                 | 248    | 242    | 237    | 193    | 11.3           | 2.5           | 2.1           | 22.8          | 1.0              | 1.0   | 1.1   | 1.1   | 1.0   |
| Transmission systems                                                      | 321                 | 311    | 300    | 270    | 240    | 3.2            | 3.7           | 11.1          | 12.5          | 1.2              | 1.3   | 1.3   | 1.3   | 1.2   |
| Vehicles, and other machinery and equipment                               | 94                  | 93     | 91     | 82     | 83     | 1.1            | 2.2           | 11.0          | -1.2          | 0.3              | 0.4   | 0.4   | 0.4   | 0.4   |
| Purchased repairs                                                         | 458                 | 399    | 406    | 373    | 341    | 14.8           | -1.7          | 8.8           | 9.4           | 1.7              | 1.7   | 1.8   | 1.8   | 1.7   |
| Buildings, offices, and structures                                        | 47                  | 41     | 42     | 37     | 33     | 14.6           | -2.4          | 13.5          | 12.1          | 0.2              | 0.2   | 0.2   | 0.2   | 0.2   |
| Transmission systems                                                      | 251                 | 220    | 229    | 214    | 198    | 14.1           | -3.9          | 7.0           | 8.1           | 0.9              | 0.9   | 1.0   | 1.0   | 1.0   |
| Vehicles, and other machinery and equipment                               | 160                 | 138    | 135    | 122    | 110    | 15.9           | 2.2           | 10.7          | 10.9          | 0.6              | 0.6   | 0.6   | 0.6   | 0.5   |
| Insurance                                                                 | 184                 | 167    | 166    | 145    | 115    | 10.2           | 0.6           | 14.5          | 26.1          | 0.7              | 0.7   | 0.7   | 0.7   | 0.6   |
| Telephone and other purchased communication services                      | 241                 | 200    | 180    | 158    | 139    | 20.5           | 11.1          | 13.9          | 13.7          | 0.9              | 0.8   | 0.8   | 0.7   | 0.7   |
| Purchased utilities                                                       | 287                 | 255    | 241    | 220    | 201    | 12.5           | 5.8           | 9.5           | 9.5           | 1.1              | 1.1   | 1.1   | 1.0   | 1.0   |
| Purchased advertising                                                     | 848                 | 683    | 588    | 537    | 472    | 24.2           | 16.2          | 9.5           | 13.8          | 3.1              | 2.9   | 2.6   | 2.5   | 2.3   |
| Taxes                                                                     | 477                 | 454    | 437    | 408    | 332    | 5.1            | 3.9           | 7.1           | 22.9          | 1.8              | 1.9   | 1.9   | 1.9   | 1.6   |
| Other operating expenses                                                  | 4,710               | 4,124  | 4,090  | 4,001  | 4,447  | 14.2           | 0.8           | 2.2           | -10.0         | 17.4             | 17.2  | 17.8  | 18.7  | 22.1  |

X Not applicable. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Includes sources of revenue not shown separately.

<sup>2</sup>Includes program and production costs from basic cable services, pay-per-view or premium services, in-house programs, and other program and production costs.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-12 provides estimated measures of sampling variability (coefficients of variability).

## Appendix A. Measures of Sampling Variability

### RELIABILITY OF DATA

There are two types of errors possible in an estimate based on a sample survey—sampling and nonsampling. Sampling errors occur because observations are made on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the collection and processing of the data. The accuracy of a survey result is determined by the joint effect of sampling and nonsampling errors.

### MEASURES OF SAMPLING VARIABILITY

Because the estimates were based on a sample, exact agreement with the results that would be obtained from a complete census of the communication services industries using the same enumeration procedure was not expected. However, because each firm in the United States in the specified Standard Industrial Classifications (SIC's) had a chance of being selected for the sample and because the probability of selection for each firm in the sample was known, it was possible to estimate the sampling variability of the estimates made from the sample.

The standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 percent divided by the value being estimated. Note that measures of sampling variability, such as the standard error or coefficient of variation, are estimated from the sample and are also subject to sampling variability. Coefficients of variation for dollar volume estimates and year-to-year ratios are shown in tables A-1 through A-12 in this appendix.

The coefficients of variation presented in these tables permit certain confidence statements about the sample estimates. The particular sample used in this survey was one of a large number of samples of the same size that could have been selected using the same design. In about two out of three of these samples, the estimates would differ from a complete enumeration by less than the corresponding percentages for that estimate shown in the sampling variability tables. In about 9 out of 10 of these samples, the estimates would differ from the results of a complete enumeration by less than 1.65 times the percentages shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume estimates, assume that an estimate of revenue published in table 1 of this publication is \$10,750 thousand for a particular year and that the coefficient of variation for this estimate, as given in table A-1 of this appendix, is 1.8 percent or 0.018. Multiplying \$10,750 thousand by 0.018 yields \$194 thousand. Therefore, a 67-percent confidence interval is \$10,556 thousand to \$10,944 thousand (\$10,750 thousand plus or minus \$194 thousand). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Typical practice is to construct a 90- or 95-percent confidence interval. Using the same illustration, a 90-percent confidence interval would be \$10,430 thousand to \$11,070 thousand (\$10,750 thousand plus or minus \$320 thousand. The \$320 thousand is computed by multiplying \$10,750 thousand by 0.018 by 1.65).

### NONSAMPLING ERRORS

As calculated for this report, the coefficient of variation measures sampling errors but does not measure all nonsampling error in the data. Nonsampling error consists of both a variance component and a bias component. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation for missing data. These nonsampling errors also occur in complete censuses.

Although no direct measurement of the biases due to nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

The major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which failed edit. For all kinds of business combined, imputed revenue amounts to about 7 percent of the national revenue estimates.

Table A-1. **Communications Services (SIC 48) — Estimated Coefficients of Variation for Summary Statistics, by Kind of Business: 1994 and 1995**

| Item                                                                             | Communi-<br>cations<br>services<br>(SIC 48) | Telephone<br>communi-<br>cations<br>(SIC 481) | Radiotele-<br>phone<br>communi-<br>cations<br>(SIC<br>4812) | Telephone<br>communi-<br>cations,<br>except<br>radiotele-<br>phone<br>(SIC<br>4813) | Radio and<br>television<br>broad-<br>casting<br>(SIC 483) | Radio<br>broad-<br>casting<br>(SIC<br>4832) | Television<br>broad-<br>casting<br>(SIC<br>4833) | Cable and<br>other pay<br>television<br>services<br>(SIC<br>4841) | Telegraph<br>and other<br>communi-<br>cations<br>services,<br>not<br>elsewhere<br>classified<br>(SIC 4822<br>and 4899) |
|----------------------------------------------------------------------------------|---------------------------------------------|-----------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------|--------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Total Revenue</b>                                                             |                                             |                                               |                                                             |                                                                                     |                                                           |                                             |                                                  |                                                                   |                                                                                                                        |
| Dollar volume                                                                    |                                             |                                               |                                                             |                                                                                     |                                                           |                                             |                                                  |                                                                   |                                                                                                                        |
| 1995 .....                                                                       | 0.9                                         | 1.0                                           | 3.8                                                         | 1.0                                                                                 | 2.1                                                       | 4.2                                         | 2.3                                              | 2.6                                                               | 16.5                                                                                                                   |
| 1994 .....                                                                       | 0.9                                         | 1.0                                           | 4.4                                                         | 1.1                                                                                 | 2.0                                                       | 3.8                                         | 2.3                                              | 2.2                                                               | 12.4                                                                                                                   |
| Year-to-year ratio 1995/1994 .....                                               | 0.4                                         | 0.4                                           | 2.8                                                         | 0.5                                                                                 | 0.9                                                       | 2.2                                         | 0.9                                              | 1.5                                                               | 9.4                                                                                                                    |
| <b>Operating Expenses</b>                                                        |                                             |                                               |                                                             |                                                                                     |                                                           |                                             |                                                  |                                                                   |                                                                                                                        |
| Dollar volume                                                                    |                                             |                                               |                                                             |                                                                                     |                                                           |                                             |                                                  |                                                                   |                                                                                                                        |
| 1995 .....                                                                       | 0.9                                         | 1.0                                           | 3.8                                                         | 1.1                                                                                 | 2.0                                                       | 4.8                                         | 2.0                                              | 2.4                                                               | 17.3                                                                                                                   |
| 1994 .....                                                                       | 0.9                                         | 1.1                                           | 4.4                                                         | 1.1                                                                                 | 1.9                                                       | 4.3                                         | 2.0                                              | 2.2                                                               | 13.0                                                                                                                   |
| Year-to-year ratio 1995/1994 .....                                               | 0.5                                         | 0.6                                           | 2.9                                                         | 0.6                                                                                 | 0.9                                                       | 2.4                                         | 0.8                                              | 1.4                                                               | 9.0                                                                                                                    |
| <b>Annual Payroll</b>                                                            |                                             |                                               |                                                             |                                                                                     |                                                           |                                             |                                                  |                                                                   |                                                                                                                        |
| Dollar volume                                                                    |                                             |                                               |                                                             |                                                                                     |                                                           |                                             |                                                  |                                                                   |                                                                                                                        |
| 1995 .....                                                                       | 0.9                                         | 0.9                                           | 3.8                                                         | 0.9                                                                                 | 2.7                                                       | 4.5                                         | 3.4                                              | 2.0                                                               | 16.4                                                                                                                   |
| 1994 .....                                                                       | 0.9                                         | 1.0                                           | 3.7                                                         | 1.1                                                                                 | 2.4                                                       | 4.0                                         | 3.0                                              | 1.9                                                               | 13.8                                                                                                                   |
| Year-to-year ratio 1995/1994 .....                                               | 0.4                                         | 0.4                                           | 2.2                                                         | 0.4                                                                                 | 1.1                                                       | 2.1                                         | 1.1                                              | 1.5                                                               | 9.5                                                                                                                    |
| <b>Employer Contributions to Social Security and Other Supplemental Benefits</b> |                                             |                                               |                                                             |                                                                                     |                                                           |                                             |                                                  |                                                                   |                                                                                                                        |
| Dollar volume                                                                    |                                             |                                               |                                                             |                                                                                     |                                                           |                                             |                                                  |                                                                   |                                                                                                                        |
| 1995 .....                                                                       | 1.0                                         | 1.2                                           | (S)                                                         | 1.2                                                                                 | 2.9                                                       | 4.1                                         | 3.8                                              | 1.7                                                               | 14.0                                                                                                                   |
| 1994 .....                                                                       | 1.0                                         | 1.1                                           | (S)                                                         | 1.2                                                                                 | 2.5                                                       | 4.0                                         | 3.1                                              | 2.3                                                               | 12.2                                                                                                                   |
| Year-to-year ratio 1995/1994 .....                                               | 0.3                                         | 0.2                                           | (S)                                                         | 0.2                                                                                 | 1.6                                                       | 2.6                                         | 2.0                                              | 1.6                                                               | 9.5                                                                                                                    |

S Data do not meet publication standards because of high sampling variability or poor response quality.

**Table A-2. Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1994 and 1995**

| Item                                                                            | Dollar volume |      | Year-to-year ratio<br>1995/1994 |
|---------------------------------------------------------------------------------|---------------|------|---------------------------------|
|                                                                                 | 1995          | 1994 |                                 |
| <b>Operating Revenue</b>                                                        |               |      |                                 |
| Total .....                                                                     | 1.0           | 1.0  | 0.4                             |
| Local service .....                                                             | 1.6           | 1.6  | 0.3                             |
| Long-distance service .....                                                     | 1.4           | 1.2  | 1.0                             |
| Network access .....                                                            | 1.4           | 1.4  | 0.3                             |
| Cellular and other radiotelephone .....                                         | 1.3           | 1.3  | 1.0                             |
| Directory advertising .....                                                     | 0.5           | 0.6  | 0.2                             |
| Other operating revenue .....                                                   | 1.5           | 1.2  | 0.9                             |
| <b>Operating Expenses</b>                                                       |               |      |                                 |
| Total .....                                                                     | 1.0           | 1.1  | 0.6                             |
| Annual payroll .....                                                            | 0.9           | 1.0  | 0.4                             |
| Employer contributions to Social Security and other supplemental benefits ..... | 1.2           | 1.1  | 0.2                             |
| Access charges .....                                                            | 2.3           | 1.3  | 2.0                             |
| Depreciation .....                                                              | 0.9           | 0.9  | 0.2                             |
| Lease and rental .....                                                          | 0.7           | 0.7  | 0.6                             |
| Purchased repairs .....                                                         | 3.2           | 2.3  | 1.0                             |
| Insurance .....                                                                 | 5.6           | 4.4  | 3.2                             |
| Telephone and other purchased communication services .....                      | 5.2           | 4.6  | 2.3                             |
| Purchased utilities .....                                                       | 0.9           | 1.0  | 0.5                             |
| Purchased advertising .....                                                     | 1.0           | 0.7  | 0.5                             |
| Taxes .....                                                                     | 1.4           | 1.4  | 0.6                             |
| Other operating expenses .....                                                  | 1.9           | 1.8  | 0.6                             |

**Table A-3. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1994 and 1995**

| Item                                                                            | Dollar volume |      | Year-to-year ratio<br>1995/1994 |
|---------------------------------------------------------------------------------|---------------|------|---------------------------------|
|                                                                                 | 1995          | 1994 |                                 |
| <b>Operating Revenue</b>                                                        |               |      |                                 |
| Total .....                                                                     | 1.0           | 1.1  | 0.5                             |
| Local service .....                                                             | 1.6           | 1.6  | 0.2                             |
| Long-distance service .....                                                     | 1.4           | 1.2  | 1.0                             |
| Network access .....                                                            | 1.4           | 1.4  | 0.3                             |
| Cellular and other radiotelephone .....                                         | 0.7           | 0.8  | 0.3                             |
| Directory advertising .....                                                     | 0.5           | 0.6  | 0.3                             |
| Other operating revenue .....                                                   | 1.4           | 1.2  | 0.8                             |
| <b>Operating Expenses</b>                                                       |               |      |                                 |
| Total .....                                                                     | 1.1           | 1.1  | 0.6                             |
| Annual payroll .....                                                            | 0.9           | 1.1  | 0.4                             |
| Employer contributions to Social Security and other supplemental benefits ..... | 1.2           | 1.2  | 0.2                             |
| Access charges .....                                                            | 2.3           | 1.3  | 2.1                             |
| Depreciation .....                                                              | 1.0           | 0.9  | 0.2                             |
| Lease and rental .....                                                          | 0.7           | 0.7  | 0.6                             |
| Purchased repairs .....                                                         | 3.3           | 2.3  | 1.1                             |
| Insurance .....                                                                 | 6.6           | 5.0  | 3.7                             |
| Telephone and other purchased communication services .....                      | 5.8           | 5.0  | 2.4                             |
| Purchased utilities .....                                                       | 0.8           | 1.0  | 0.4                             |
| Purchased advertising .....                                                     | 1.0           | 0.7  | 0.4                             |
| Taxes .....                                                                     | 1.4           | 1.4  | 0.6                             |
| Other operating expenses .....                                                  | 2.0           | 1.9  | 0.6                             |

Table A-4. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses: 1994 and 1995

| Item                                                                            | Dollar volume |      | Percent of total |      |
|---------------------------------------------------------------------------------|---------------|------|------------------|------|
|                                                                                 | 1995          | 1994 | 1995             | 1994 |
| <b>Operating Revenue</b>                                                        |               |      |                  |      |
| Total .....                                                                     | 1.0           | 1.1  | (X)              | (X)  |
| Local service .....                                                             | 1.6           | 1.6  | 0.9              | 0.8  |
| Long-distance service .....                                                     | 1.4           | 1.2  | 0.7              | 0.3  |
| Network access .....                                                            | 1.4           | 1.4  | 1.4              | 1.2  |
| Cellular and other radiotelephone .....                                         | 0.7           | 0.8  | 0.6              | 0.5  |
| Directory advertising .....                                                     | 0.5           | 0.6  | 0.9              | 0.9  |
| Other operating revenue .....                                                   | 1.4           | 1.2  | 1.5              | 1.2  |
| <b>Operating Expenses</b>                                                       |               |      |                  |      |
| Total .....                                                                     | 1.1           | 1.1  | (X)              | (X)  |
| Annual payroll .....                                                            | 0.9           | 1.1  | 0.7              | 0.5  |
| Employer contributions to Social Security and other supplemental benefits ..... | 1.2           | 1.2  | 1.1              | 0.9  |
| Plans required under Federal and State legislation .....                        | 1.1           | 1.2  | 0.9              | 0.8  |
| Other fringe benefit plans .....                                                | 1.4           | 1.2  | 1.3              | 1.0  |
| Access charges .....                                                            | 2.3           | 1.3  | 1.9              | 0.7  |
| Depreciation .....                                                              | 1.0           | 0.9  | 0.7              | 0.4  |
| Buildings, offices, and structures .....                                        | 4.3           | 4.1  | 4.1              | 4.0  |
| Communication systems .....                                                     | 1.1           | 1.0  | 0.8              | 0.5  |
| Vehicles, machinery and equipment, and other tangible assets .....              | 1.0           | 0.9  | 1.0              | 0.9  |
| Lease and rental .....                                                          | 0.7           | 0.7  | 0.6              | 0.7  |
| Buildings, offices, and structures .....                                        | 1.0           | 0.9  | 0.7              | 0.8  |
| Communication systems .....                                                     | 0.5           | 0.6  | 1.1              | 1.0  |
| Vehicles, and other machinery and equipment .....                               | 1.0           | 0.8  | 0.7              | 0.5  |
| Purchased repairs .....                                                         | 3.3           | 2.3  | 3.1              | 2.0  |
| Buildings, offices, and structures .....                                        | 2.0           | 1.6  | 1.8              | 1.5  |
| Communication systems .....                                                     | 4.5           | 3.2  | 4.3              | 2.8  |
| Vehicles, and other machinery and equipment .....                               | 2.5           | 2.1  | 2.3              | 2.2  |
| Insurance .....                                                                 | 6.6           | 5.0  | 6.3              | 4.5  |
| Telephone and other purchased communication services .....                      | 5.8           | 5.0  | 5.6              | 4.8  |
| Purchased utilities .....                                                       | 0.8           | 1.0  | 1.0              | 1.0  |
| Purchased advertising .....                                                     | 1.0           | 0.7  | 1.0              | 0.9  |
| Taxes .....                                                                     | 1.4           | 1.4  | 1.5              | 1.1  |
| Other operating expenses .....                                                  | 2.0           | 1.9  | 1.2              | 1.0  |

X Not applicable.

**Table A-5. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1994 and 1995**

| Item                               | Dollar volume | Type of customer |                | Type of service |            |
|------------------------------------|---------------|------------------|----------------|-----------------|------------|
|                                    |               | Residential      | Nonresidential | Intrastate      | Interstate |
| <b>Local Service</b>               |               |                  |                |                 |            |
| Dollar volume                      |               |                  |                |                 |            |
| 1995 .....                         | 1.6           | 0.7              | 3.0            | 1.6             | 6.1        |
| 1994 .....                         | 1.6           | 0.7              | 3.2            | 1.6             | 8.1        |
| Year-to-year ratio 1995/1994 ..... | 0.2           | 0.3              | 0.3            | 0.2             | 2.4        |
| <b>Long-Distance Service</b>       |               |                  |                |                 |            |
| Dollar volume                      |               |                  |                |                 |            |
| 1995 .....                         | 1.4           | 1.0              | 2.1            | 2.5             | 1.0        |
| 1994 .....                         | 1.2           | 0.7              | 2.1            | 1.7             | 1.0        |
| Year-to-year ratio 1995/1994 ..... | 1.0           | 1.0              | 1.0            | 1.2             | 1.1        |
| <b>Network Access</b>              |               |                  |                |                 |            |
| Dollar volume                      |               |                  |                |                 |            |
| 1995 .....                         | 1.4           | 3.6              | 1.2            | 2.5             | 1.2        |
| 1994 .....                         | 1.4           | 3.3              | 1.1            | 2.1             | 1.3        |
| Year-to-year ratio 1995/1994 ..... | 0.3           | 0.9              | 0.2            | 0.7             | 0.2        |

**Table A-6. Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Cellular and Other Radiotelephone Revenue, by Type of Service: 1995**

| Item                                            | 1995<br>(Dollar volume) |
|-------------------------------------------------|-------------------------|
| Cellular and other radiotelephone revenue ..... | 1.3                     |
| <b>Type of Service</b>                          |                         |
| Air time .....                                  | 2.0                     |
| Basic service .....                             | 1.1                     |
| Long-distance service .....                     | 2.4                     |
| Roaming charges .....                           | 2.1                     |
| Other services .....                            | 2.8                     |

Table A-7. **Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Taxable and Tax-Exempt Firms, by Kind of Business: 1994 and 1995**

| Item                                                                                  | Total broadcasting<br>(SIC 483) |      |                                     | Radio<br>(SIC 4832) |      |                                     | Television<br>(SIC 4833) |      |                                     |
|---------------------------------------------------------------------------------------|---------------------------------|------|-------------------------------------|---------------------|------|-------------------------------------|--------------------------|------|-------------------------------------|
|                                                                                       | Dollar volume                   |      | Year-to-<br>year ratio<br>1995/1994 | Dollar volume       |      | Year-to-<br>year ratio<br>1995/1994 | Dollar volume            |      | Year-to-<br>year ratio<br>1995/1994 |
|                                                                                       | 1995                            | 1994 |                                     | 1995                | 1994 |                                     | 1995                     | 1994 |                                     |
| Total revenue .....                                                                   | 2.1                             | 2.0  | 0.9                                 | 4.2                 | 3.8  | 2.2                                 | 2.3                      | 2.3  | 0.9                                 |
| <b>Operating Expenses</b>                                                             |                                 |      |                                     |                     |      |                                     |                          |      |                                     |
| Total .....                                                                           | 2.0                             | 1.9  | 0.9                                 | 4.8                 | 4.3  | 2.4                                 | 2.0                      | 2.0  | 0.8                                 |
| Annual payroll .....                                                                  | 2.7                             | 2.4  | 1.1                                 | 4.5                 | 4.0  | 2.1                                 | 3.4                      | 3.0  | 1.1                                 |
| Employer contributions to Social<br>Security and other supplemental<br>benefits ..... | 2.9                             | 2.5  | 1.6                                 | 4.1                 | 4.0  | 2.6                                 | 3.8                      | 3.1  | 2.0                                 |
| Broadcast rights .....                                                                | 1.2                             | 1.4  | 0.7                                 | 10.3                | 10.3 | 4.0                                 | 1.2                      | 1.4  | 0.7                                 |
| Music license fees .....                                                              | 3.0                             | 2.9  | 1.6                                 | 5.1                 | 4.2  | 2.8                                 | 3.2                      | 4.0  | 1.6                                 |
| Depreciation .....                                                                    | 3.3                             | 2.8  | 2.8                                 | 6.7                 | 5.8  | 6.1                                 | 3.5                      | 3.0  | 2.7                                 |
| Lease and rental .....                                                                | 3.3                             | 3.1  | 2.7                                 | 6.8                 | 6.3  | 5.8                                 | 2.1                      | 2.2  | 0.8                                 |
| Purchased repairs .....                                                               | 2.3                             | 3.3  | 2.5                                 | 4.9                 | 4.0  | 4.9                                 | 2.5                      | 4.5  | 2.9                                 |
| Insurance .....                                                                       | 3.6                             | 3.0  | 2.4                                 | 6.2                 | 4.8  | 4.9                                 | 4.3                      | 3.8  | 1.9                                 |
| Telephone and other purchased<br>communication services .....                         | 3.1                             | 2.7  | 1.7                                 | 5.6                 | 4.7  | 3.3                                 | 3.0                      | 3.0  | 1.3                                 |
| Purchased utilities .....                                                             | 2.9                             | 3.0  | 1.5                                 | 6.1                 | 5.4  | 2.5                                 | 2.9                      | 3.4  | 1.8                                 |
| Purchased advertising .....                                                           | 2.1                             | 2.1  | 1.3                                 | 5.3                 | 4.9  | 3.0                                 | 1.2                      | 1.5  | 1.2                                 |
| Taxes .....                                                                           | 6.1                             | 3.4  | 6.3                                 | 6.3                 | 7.0  | 6.8                                 | 9.1                      | 3.6  | 9.5                                 |
| Other operating expenses .....                                                        | 2.8                             | 2.6  | 1.4                                 | 6.0                 | 5.4  | 2.9                                 | 3.0                      | 2.9  | 1.5                                 |

Table A-8. **Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Operating Revenue and Expenses for Taxable Firms, by Kind of Business: 1994 and 1995**

| Item                                                                                  | Total broadcasting<br>(SIC 483) |      |                                     | Radio<br>(SIC 4832) |      |                                     | Television<br>(SIC 4833) |      |                                     |
|---------------------------------------------------------------------------------------|---------------------------------|------|-------------------------------------|---------------------|------|-------------------------------------|--------------------------|------|-------------------------------------|
|                                                                                       | Dollar volume                   |      | Year-to-<br>year ratio<br>1995/1994 | Dollar volume       |      | Year-to-<br>year ratio<br>1995/1994 | Dollar volume            |      | Year-to-<br>year ratio<br>1995/1994 |
|                                                                                       | 1995                            | 1994 |                                     | 1995                | 1994 |                                     | 1995                     | 1994 |                                     |
| <b>Operating Revenue</b>                                                              |                                 |      |                                     |                     |      |                                     |                          |      |                                     |
| Total .....                                                                           | 2.2                             | 2.1  | 0.9                                 | 4.4                 | 4.0  | 2.3                                 | 2.5                      | 2.4  | 0.9                                 |
| Station time sales .....                                                              | 2.9                             | 2.9  | 1.2                                 | 4.7                 | 4.2  | 2.5                                 | 3.7                      | 3.8  | 1.2                                 |
| Network compensation .....                                                            | 5.6                             | 6.1  | 2.0                                 | 7.2                 | 8.2  | 3.9                                 | 6.6                      | 7.5  | 2.4                                 |
| National/regional advertising .....                                                   | 3.4                             | 3.2  | 1.7                                 | 8.4                 | 5.8  | 5.1                                 | 3.7                      | 3.7  | 1.5                                 |
| Local advertising .....                                                               | 2.7                             | 2.9  | 1.1                                 | 3.8                 | 3.9  | 1.8                                 | 3.8                      | 4.1  | 1.2                                 |
| Network time sales .....                                                              | 0.3                             | 0.1  | 0.2                                 | 0.8                 | 0.8  | 1.2                                 | 0.3                      | 0.1  | 0.3                                 |
| Other operating revenue .....                                                         | 5.9                             | 5.8  | 4.4                                 | 9.8                 | 9.2  | 4.1                                 | 7.1                      | 7.0  | 5.6                                 |
| <b>Operating Expenses</b>                                                             |                                 |      |                                     |                     |      |                                     |                          |      |                                     |
| Total .....                                                                           | 2.1                             | 2.0  | 1.0                                 | 5.0                 | 4.5  | 2.5                                 | 2.2                      | 2.2  | 0.9                                 |
| Annual payroll .....                                                                  | 2.8                             | 2.5  | 1.1                                 | 4.6                 | 4.1  | 2.2                                 | 3.6                      | 3.2  | 1.2                                 |
| Employer contributions to Social<br>Security and other supplemental<br>benefits ..... | 3.1                             | 2.6  | 1.7                                 | 4.2                 | 4.1  | 2.8                                 | 4.1                      | 3.3  | 2.2                                 |
| Broadcast rights .....                                                                | 1.3                             | 1.5  | 0.8                                 | 10.5                | 10.6 | 4.3                                 | 1.3                      | 1.6  | 0.8                                 |
| Music license fees .....                                                              | 3.0                             | 2.9  | 1.6                                 | 5.1                 | 4.1  | 2.9                                 | 3.3                      | 4.0  | 1.6                                 |
| Depreciation .....                                                                    | 3.4                             | 3.1  | 3.0                                 | 6.8                 | 6.1  | 6.3                                 | 3.7                      | 3.2  | 2.9                                 |
| Lease and rental .....                                                                | 3.6                             | 3.5  | 2.9                                 | 7.3                 | 7.0  | 6.2                                 | 2.1                      | 2.2  | 0.9                                 |
| Purchased repairs .....                                                               | 2.4                             | 3.5  | 2.7                                 | 5.1                 | 4.3  | 5.2                                 | 2.5                      | 4.7  | 3.1                                 |
| Insurance .....                                                                       | 3.8                             | 3.1  | 2.6                                 | 6.3                 | 4.9  | 5.1                                 | 4.7                      | 4.1  | 2.2                                 |
| Telephone and other purchased<br>communication services .....                         | 3.3                             | 2.9  | 1.8                                 | 5.9                 | 4.8  | 3.4                                 | 3.3                      | 3.2  | 1.3                                 |
| Purchased utilities .....                                                             | 3.0                             | 3.0  | 1.6                                 | 6.0                 | 5.3  | 2.7                                 | 2.9                      | 3.6  | 2.0                                 |
| Purchased advertising .....                                                           | 2.2                             | 2.1  | 1.4                                 | 5.3                 | 4.9  | 3.1                                 | 1.3                      | 1.6  | 1.3                                 |
| Taxes .....                                                                           | 6.2                             | 3.5  | 6.4                                 | 6.3                 | 7.0  | 6.9                                 | 9.3                      | 3.7  | 9.6                                 |
| Other operating expenses .....                                                        | 3.1                             | 2.9  | 1.5                                 | 6.4                 | 5.8  | 3.0                                 | 3.3                      | 3.1  | 1.6                                 |

Table A-9. Radio Broadcasting (SIC 4832) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1994 and 1995

| Item                                                                      | Dollar volume |      | Percent of total |      |
|---------------------------------------------------------------------------|---------------|------|------------------|------|
|                                                                           | 1995          | 1994 | 1995             | 1994 |
| <b>Operating Revenue</b>                                                  |               |      |                  |      |
| Total                                                                     | 4.4           | 4.0  | (X)              | (X)  |
| Station time sales                                                        | 4.7           | 4.2  | 0.5              | 0.3  |
| Network compensation                                                      | 7.2           | 8.2  | 5.8              | 6.8  |
| National/regional advertising                                             | 8.4           | 5.8  | 4.7              | 2.7  |
| Local advertising                                                         | 3.8           | 3.9  | 1.2              | 0.7  |
| Network time sales                                                        | 0.8           | 0.8  | 4.8              | 3.7  |
| Other operating revenue                                                   | 9.8           | 9.2  | 9.8              | 8.1  |
| <b>Operating Expenses</b>                                                 |               |      |                  |      |
| Total                                                                     | 5.0           | 4.5  | (X)              | (X)  |
| Annual payroll                                                            | 4.6           | 4.1  | 1.0              | 1.1  |
| Employer contributions to Social Security and other supplemental benefits | 4.2           | 4.1  | 2.7              | 1.9  |
| Broadcast rights                                                          | 10.5          | 10.6 | 9.6              | 9.3  |
| Music license fees                                                        | 5.1           | 4.1  | 1.7              | 2.5  |
| Depreciation                                                              | 6.8           | 6.1  | 2.5              | 3.4  |
| Buildings, offices, and structures                                        | 8.4           | 7.9  | 8.6              | 8.6  |
| Transmission systems                                                      | 9.5           | 12.3 | 6.2              | 9.5  |
| Vehicles, machinery and equipment, and other tangible assets              | 9.7           | 4.7  | 6.1              | 3.9  |
| Lease and rental                                                          | 7.3           | 7.0  | 3.6              | 5.5  |
| Buildings, offices, and structures                                        | 6.8           | 8.3  | 3.2              | 7.1  |
| Transmission systems                                                      | 10.8          | 11.6 | 7.4              | 10.2 |
| Vehicles, and other machinery and equipment                               | 7.2           | 5.9  | 5.0              | 5.7  |
| Purchased repairs                                                         | 5.1           | 4.3  | 4.5              | 3.9  |
| Buildings, offices, and structures                                        | 4.8           | 6.6  | 4.9              | 6.5  |
| Transmission systems                                                      | 7.5           | 6.8  | 6.5              | 6.6  |
| Vehicles, and other machinery and equipment                               | 6.9           | 7.3  | 6.4              | 6.7  |
| Insurance                                                                 | 6.3           | 4.9  | 3.7              | 3.0  |
| Telephone and other purchased communication services                      | 5.9           | 4.8  | 3.9              | 3.0  |
| Purchased utilities                                                       | 6.0           | 5.3  | 3.3              | 2.9  |
| Purchased advertising                                                     | 5.3           | 4.9  | 3.6              | 3.4  |
| Taxes                                                                     | 6.3           | 7.0  | 5.5              | 5.4  |
| Other operating expenses                                                  | 6.4           | 5.8  | 2.2              | 2.0  |

X Not applicable.

Table A-10. **Television Broadcasting (SIC 4833) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1994 and 1995**

| Item                                                                            | Dollar volume |      | Percent of total |      |
|---------------------------------------------------------------------------------|---------------|------|------------------|------|
|                                                                                 | 1995          | 1994 | 1995             | 1994 |
| <b>Operating Revenue</b>                                                        |               |      |                  |      |
| Total .....                                                                     | 2.5           | 2.4  | (X)              | (X)  |
| Station time sales .....                                                        | 3.7           | 3.8  | 1.3              | 1.4  |
| Network compensation .....                                                      | 6.6           | 7.5  | 5.5              | 6.9  |
| National/regional advertising .....                                             | 3.7           | 3.7  | 1.4              | 1.5  |
| Local advertising .....                                                         | 3.8           | 4.1  | 1.4              | 1.8  |
| Network time sales .....                                                        | 0.3           | 0.1  | 2.5              | 2.5  |
| Other operating revenue .....                                                   | 7.1           | 7.0  | 5.3              | 6.0  |
| <b>Operating Expenses</b>                                                       |               |      |                  |      |
| Total .....                                                                     | 2.2           | 2.2  | (X)              | (X)  |
| Annual payroll .....                                                            | 3.6           | 3.2  | 1.6              | 1.3  |
| Employer contributions to Social Security and other supplemental benefits ..... | 4.1           | 3.3  | 2.4              | 1.8  |
| Broadcast rights .....                                                          | 1.3           | 1.6  | 1.8              | 1.4  |
| Music license fees .....                                                        | 3.3           | 4.0  | 1.5              | 2.1  |
| Depreciation .....                                                              | 3.7           | 3.2  | 2.4              | 1.5  |
| Buildings, offices, and structures .....                                        | 7.3           | 5.5  | 7.4              | 4.9  |
| Transmission systems .....                                                      | 2.6           | 2.6  | 2.2              | 1.9  |
| Vehicles, machinery and equipment, and other tangible assets .....              | 6.7           | 5.5  | 5.0              | 3.8  |
| Lease and rental .....                                                          | 2.1           | 2.2  | 1.9              | 1.9  |
| Buildings, offices, and structures .....                                        | 3.7           | 3.9  | 2.8              | 3.0  |
| Transmission systems .....                                                      | 5.1           | 5.9  | 5.7              | 6.3  |
| Vehicles, and other machinery and equipment .....                               | 2.1           | 1.9  | 3.1              | 2.7  |
| Purchased repairs .....                                                         | 2.5           | 4.7  | 2.0              | 4.4  |
| Buildings, offices, and structures .....                                        | 2.4           | 4.3  | 2.7              | 4.4  |
| Transmission systems .....                                                      | 3.6           | 5.0  | 2.6              | 3.7  |
| Vehicles, and other machinery and equipment .....                               | 3.9           | 7.0  | 3.4              | 7.0  |
| Insurance .....                                                                 | 4.7           | 4.1  | 2.7              | 2.1  |
| Telephone and other purchased communication services .....                      | 3.3           | 3.2  | 1.8              | 1.9  |
| Purchased utilities .....                                                       | 2.9           | 3.6  | 1.8              | 2.1  |
| Purchased advertising .....                                                     | 1.3           | 1.6  | 1.4              | 1.4  |
| Taxes .....                                                                     | 9.3           | 3.7  | 9.0              | 2.3  |
| Other operating expenses .....                                                  | 3.3           | 3.1  | 1.6              | 1.3  |

X Not applicable.

**Table A-11. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Tax-Exempt Firms, by Kind of Business: 1994 and 1995**

| Item                                                                            | Total broadcasting<br>(SIC 483) |      |                                     | Radio<br>(SIC 4832) |      |                                     | Television<br>(SIC 4833) |      |                                     |
|---------------------------------------------------------------------------------|---------------------------------|------|-------------------------------------|---------------------|------|-------------------------------------|--------------------------|------|-------------------------------------|
|                                                                                 | Dollar volume                   |      | Year-to-<br>year ratio<br>1995/1994 | Dollar volume       |      | Year-to-<br>year ratio<br>1995/1994 | Dollar volume            |      | Year-to-<br>year ratio<br>1995/1994 |
|                                                                                 | 1995                            | 1994 |                                     | 1995                | 1994 |                                     | 1995                     | 1994 |                                     |
| Total revenue .....                                                             | 2.2                             | 2.0  | 0.4                                 | 10.9                | 10.6 | 1.7                                 | 1.9                      | 1.7  | 0.4                                 |
| <b>Operating Expenses</b>                                                       |                                 |      |                                     |                     |      |                                     |                          |      |                                     |
| Total .....                                                                     | 2.0                             | 1.8  | 0.4                                 | 11.4                | 10.8 | 1.6                                 | 1.6                      | 1.4  | 0.4                                 |
| Annual payroll .....                                                            | 3.3                             | 3.0  | 0.7                                 | 10.7                | 10.4 | 1.8                                 | 2.9                      | 2.5  | 0.8                                 |
| Employer contributions to Social Security and other supplemental benefits ..... | 3.1                             | 2.9  | 0.7                                 | 10.0                | 9.9  | 1.8                                 | 2.6                      | 2.4  | 0.7                                 |
| Broadcast rights .....                                                          | 0.8                             | 0.8  | 0.4                                 | 14.4                | 11.3 | 6.9                                 | 0.8                      | 0.8  | 0.4                                 |
| Music license fees .....                                                        | (S)                             | (S)  | (S)                                 | (S)                 | (S)  | (S)                                 | (S)                      | (S)  | (S)                                 |
| Depreciation .....                                                              | 3.5                             | 3.7  | 1.9                                 | 12.0                | 11.2 | 3.4                                 | 3.4                      | 3.8  | 2.2                                 |
| Lease and rental .....                                                          | 7.2                             | 6.2  | 1.6                                 | 18.5                | 15.3 | 4.0                                 | 4.4                      | 4.1  | 1.6                                 |
| Purchased repairs .....                                                         | 6.6                             | 5.3  | 5.5                                 | 9.2                 | 9.1  | 3.4                                 | 8.5                      | 6.5  | 7.6                                 |
| Insurance .....                                                                 | 5.5                             | 4.5  | 3.5                                 | 16.4                | 15.1 | 12.0                                | 5.1                      | 3.7  | 2.7                                 |
| Telephone and other purchased communication services .....                      | 4.2                             | 4.2  | 1.7                                 | 12.0                | 12.1 | 2.6                                 | 3.3                      | 2.6  | 2.1                                 |
| Purchased utilities .....                                                       | 7.0                             | 6.5  | 1.2                                 | 11.2                | 10.7 | 2.1                                 | 8.5                      | 7.9  | 1.5                                 |
| Purchased advertising .....                                                     | 3.2                             | 2.8  | 2.1                                 | (S)                 | (S)  | (S)                                 | 1.2                      | 1.4  | 0.9                                 |
| Taxes .....                                                                     | (S)                             | (S)  | (S)                                 | (S)                 | (S)  | (S)                                 | (S)                      | (S)  | (S)                                 |
| Other operating expenses .....                                                  | 3.5                             | 3.0  | 0.8                                 | 16.1                | 15.4 | 2.7                                 | 2.4                      | 1.9  | 0.8                                 |

S Data do not meet publication standards because of high sampling variability or poor response quality.

Table A-12. Cable and Other Pay Television Services (SIC 4841) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1994 and 1995

| Item                                                                      | Dollar volume |      | Year-to-year ratio<br>1995/1994 | Percent of total |      |
|---------------------------------------------------------------------------|---------------|------|---------------------------------|------------------|------|
|                                                                           | 1995          | 1994 |                                 | 1995             | 1994 |
| Operating Revenue                                                         |               |      |                                 |                  |      |
| Total                                                                     | 2.6           | 2.3  | 1.6                             | (X)              | (X)  |
| Total Cable and other pay television revenue                              | 2.7           | 2.3  | 1.6                             | (X)              | (X)  |
| Advertising                                                               | 5.8           | 5.7  | 1.2                             | 5.4              | 5.5  |
| Program revenue                                                           | 7.5           | 7.7  | 1.9                             | 6.7              | 7.0  |
| Basic service revenue                                                     | 2.7           | 2.4  | 2.2                             | 2.5              | 2.3  |
| Pay-per-view and other premium service revenue                            | 9.3           | 7.8  | 2.9                             | 7.8              | 6.5  |
| Installation fees                                                         | 2.6           | 2.6  | 2.2                             | 3.2              | 2.9  |
| Other cable revenue                                                       | 2.0           | 3.6  | 2.4                             | 3.5              | 4.1  |
| Operating Expenses                                                        |               |      |                                 |                  |      |
| Total                                                                     | 2.4           | 2.2  | 1.4                             | (X)              | (X)  |
| Annual payroll                                                            | 2.1           | 2.0  | 1.5                             | 1.1              | 1.2  |
| Employer contributions to Social Security and other supplemental benefits | 1.7           | 2.3  | 1.7                             | 1.6              | 2.4  |
| Plans required under Federal and State legislation                        | 2.0           | 2.0  | 1.6                             | 1.5              | 2.0  |
| Other fringe benefit plans                                                | 1.7           | 2.8  | 2.0                             | 1.9              | 2.9  |
| Program and production costs                                              | 4.1           | 3.8  | 2.0                             | 2.1              | 2.0  |
| Depreciation                                                              | 2.0           | 2.2  | 1.7                             | 2.0              | 1.9  |
| Buildings, offices, and structures                                        | (S)           | (S)  | (S)                             | (S)              | (S)  |
| Transmission systems                                                      | 2.7           | 2.7  | 1.9                             | 2.5              | 2.3  |
| Vehicles, machinery and equipment, and other tangible assets              | 1.7           | 2.1  | 2.3                             | 2.2              | 2.3  |
| Lease and rental                                                          | 2.8           | 2.7  | 1.9                             | 1.6              | 2.0  |
| Buildings, offices, and structures                                        | 3.8           | 3.5  | 2.0                             | 2.6              | 2.9  |
| Transmission systems                                                      | 4.0           | 3.4  | 2.3                             | 3.5              | 3.1  |
| Vehicles, and other machinery and equipment                               | 2.6           | 2.7  | 2.7                             | 1.4              | 2.1  |
| Purchased repairs                                                         | 3.3           | 3.0  | 1.8                             | 3.5              | 2.9  |
| Buildings, offices, and structures                                        | 6.1           | 4.4  | 2.8                             | 4.9              | 3.6  |
| Transmission systems                                                      | 4.6           | 3.8  | 2.8                             | 4.9              | 3.6  |
| Vehicles, and other machinery and equipment                               | 2.2           | 3.3  | 2.9                             | 2.9              | 3.7  |
| Insurance                                                                 | 1.9           | 2.1  | 2.1                             | 2.1              | 1.8  |
| Telephone and other purchased communication services                      | 4.6           | 4.2  | 2.1                             | 3.2              | 2.8  |
| Purchased utilities                                                       | 1.3           | 2.1  | 1.8                             | 1.8              | 2.1  |
| Purchased advertising                                                     | 3.1           | 2.6  | 2.2                             | 2.9              | 2.1  |
| Taxes                                                                     | 2.8           | 3.3  | 2.6                             | 2.6              | 2.9  |
| Other operating expenses                                                  | 2.8           | 2.5  | 2.4                             | 1.5              | 1.4  |

X Not applicable. S Data do not meet publication standards because of high sampling variability or poor response quality.

## Appendix B. Explanatory Material

### DEFINITION OF TERMS

**Firm.** A firm is a business entity consisting of one or more domestic establishments/locations under common ownership or control.

**Federal income tax status.** Firms that indicate all or part of their income are exempt from Federal income tax under provision of Section 501 or 521 of the Internal Revenue Service and are classified as tax exempt. Firms indicating no such exemption are classified as taxable. For firms that do not respond, the tax status classification is based upon administrative records.

### Revenue

**Operating Revenue.** Billings for services rendered and any sales of merchandise during the survey year, even though payments may be received at a later date. Excludes income from interest, investments, gifts, loans, contributions or grants; the sale of securities, real estate, etc.; sales taxes or other taxes collected from customers and remitted directly by the firm to a local, State, or Federal tax agency; revenue from the sale of merchandise and equipment from retail establishments; and revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.

**Total Revenue.** For tax-exempt firms, it includes all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions or grants, and all other non-operating receipts such as income from investments, the sale of securities, and real estate. Total revenue also includes any operating revenue incurred by the tax-exempt firm.

### Telephone Services

**Local service revenue.** Revenue from services provided within the basic service area. This includes extended area revenue; local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as directory assistance, touch-tone line services, call forwarding, and call waiting. Excludes cellular and other mobile services revenue.

**Long-distance service revenue.** Revenue for providing message services that terminate beyond the basic service area. This includes message services that utilize the public long-distance switching network and the basic subscriber access line, and operator assistance or special billings directly related to these calls; and revenue received from international calls originating in the U.S., including that portion paid to foreign companies for access to their networks.

**Network access revenue.** Revenue for providing exchange access services to an interexchange carrier or to an end-user of telecommunications services beyond the exchange carrier's network and access revenue for calls originating in foreign countries.

**Cellular and other radiotelephone revenue.** Revenue from cellular and general radio telecommunications, including radio paging, mobile dispatching, and signalling services. Excludes revenue from installation fees and equipment sales.

**Directory advertising revenue.** Revenue from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements. Excludes other directory revenue (i.e. revenue from sale of directories, charges for unlisted numbers, etc.).

**Other operating revenue.** Includes revenue from the sale or lease of communication equipment (the fair sales value of merchandise marketed under capital, finance, or "full payout" leases); revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenance activities provided for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other than advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement, as well as the sale of merchandise and equipment. Excludes the sale of merchandise and equipment from retail establishments, sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc.

## Radio and Television Broadcasting

**Network compensation.** Revenue from the sale of station time to networks. Excludes compensation paid to stations owned by the network.

**National/regional advertising revenue.** Revenue from the sale of station time to national and regional advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

**Local advertising revenue.** Revenue from the sale of station time to local advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

**Network time sales: Advertising revenue (networks only).** Network revenue from advertising sales. Commissions paid to agency representatives and brokers are excluded.

**Other operating revenue.** Includes revenue from retransmission consent; the use of talent services, and technical facilities; management fees; and revenue from the production and/or distribution of programs, except when the production/distribution is provided by separate establishments of the company. Also includes satellite truck rental revenue. Excludes tower rental revenue.

## Cable Television and Other Services

**Advertising revenue.** Revenue from the sale of time to advertisers or sponsors for national, spot and local advertising; classified channels; and program guides and other printed material. Commissions paid to agency representatives and brokers are excluded.

**Program revenue.** Revenue received from system operators and other customers for programming services.

**Basic revenue.** Subscription fees received from residential and commercial customers for basic services.

**Pay-per-view and other premium service revenue.** Revenue from pay-per-view and other premium services, such as movie channels.

**Installation fees.** Revenue from the installation of basic, pay-per-view, and other premium services. Includes all reconnect fees.

**Other cable and pay TV revenue.** Revenue from all other cable and pay television services, such as service charges, rental or lease of channel capacity, etc. Includes system operator's revenue from shop-at-home programs.

**Telegraph and other message communication revenue.** Revenue from telegraph and other message communications, such as electronic mail, facsimile transmissions, telegram and telex, and paging services.

**Other communication services revenue.** Revenue from all other point-to-point communication services, including satellite communications and radar station operations.

## Operating Expenses

Costs incurred during the survey year even though payment may be made at a later date. Exceptions are annual payroll and employer contributions for employee benefits, which are reported on a cash basis. Excludes interest on loans and sales taxes and other taxes collected from customers and paid directly to a taxing authority.

**Annual payroll.** All salaries, wages, commissions, bonuses, and allowances for vacation, holiday, and sick leave paid to employees during the survey year. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include payments to proprietors or partners. Annual payroll is reported on a cash basis before employee deductions for Social Security, withholding taxes, insurance, union dues, etc.

**Employer contributions for employee benefit plans** (reported on a cash basis)

*Plans required under Federal and State legislation.* The employer's cost for all legally required programs, such as Social Security and Medicare (FICA), worker's compensation insurance, unemployment tax, State disability insurance programs, etc.

*Other fringe benefit plans.* The employer's cost for programs not required by law such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, insurance premiums for hospital and medical plans, etc.

**Access charges (telephone firms only).** Payments to local exchange carriers for access to their networks. Includes fees for leased facilities, interconnection fees for cellular phone services, and access charges paid to foreign companies for international calls originating in the United States.

**Broadcast rights (radio and television broadcasting firms only).** The cost of broadcast rights to feature films, syndicated programming, sport events, etc.

**Music license fees (radio and television broadcasting firms only).** The cost of music license fees payable to music licensing organizations.

**Network compensation fees (radio and television networks only).** The cost of programming time purchased from affiliated and independent stations. Excludes the cost of programming time purchased from stations owned by the network.

**Program and production costs (cable television firms only).** The costs for providing basic cable services, pay or premium television services, original programs produced or developed in-house, talent fees, music license fees, the value of bartered programming, and all other costs of programming and production.

**Retransmission consent fees (cable television firms only).** Fees paid by cable companies for the retransmission of broadcast signals. Includes the fair-market value (not the actual costs) of reciprocal non-cash exchanges, such as bartered advertising time, promotions, and carriage of new local and national cable channels.

**Depreciation.** Depreciation charges on assets owned by the company. Includes depreciation on assets rented or leased to others by the company under an operating lease agreement. Also includes depreciation against assets owned by the company within leaseholds and assets obtained through capital lease agreements. Excludes depreciation on intangible assets and assets leased to others by the company under a capital lease agreement. These charges are not adjusted for the value of depreciable assets sold or traded for replacement purposes.

*Buildings, offices, and structures.* Depreciation charges on buildings, offices, and structures owned by the company (except those included as part of communication or transmission systems defined below).

*Communication systems (telephone firms only).* Depreciation charges on communication systems, including optical fiber, digital and/or microwave switching equipment, satellite transmission, radio systems, terminal equipment, poles, cable, etc.

*Transmission systems (except telephone firms).* Depreciation charges on transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

*Vehicles, machinery and equipment, and other tangible assets.* Depreciation charges on vehicles, machinery and equipment, and other tangible assets.

**Lease and rental.** Payments made to other companies for the rental and leasing of assets owned by them. Excludes payments to a parent company or organization or any of its subsidiaries, and installment payments for assets obtained through capital lease agreements.

*Buildings, offices, and structures.* Payments made to other companies for the rental or leasing of buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

*Communication systems (telephone firms only).* Payments made to other companies for the rental or leasing of communication systems including optical fiber, switching equipment, satellite transmission, radio systems, terminal equipment, poles, cable, etc.

*Transmission systems (except telephone firms).* Payments made to other companies for the rental or leasing of transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

*Vehicles, machinery and equipment.* Payments made to other companies for the rental or leasing of vehicles and other machinery and equipment.

**Purchased repairs.** Payments made to other companies for repairs. Excludes repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of the company or its subsidiaries.

*Buildings, offices, and structures.* Payments made to other companies for repairs (including charges for parts and labor) to buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

*Communication systems (telephone firms only).* Payments made to other companies for the repair of communication systems, including optical fiber, switching equipment, satellite transmission, radio systems, terminal equipment, poles, cables, etc.

*Transmission systems (except telephone firms).* Payments made to other companies for the repair of transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

*Vehicles, machinery and equipment.* Payments made to other companies for the repair of vehicles and other machinery and equipment.

**Insurance.** The cost of all commercial insurance used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Also

includes premiums on fidelity bonds of employees, insurance to protect against liability for deaths or injuries of persons, and damages to property of others. Excludes cost of premiums for worker's compensation.

**Telephone and other purchased communication services.** The cost of nonrevenue-generating purchased communication services such as telephone, telex, telegraph, teletype, etc.

**Purchased utilities.** The cost of purchased utilities, including electricity; fuels consumed for heat, power or generating electricity; water; sewer; and refuse removal. Excludes payments for these utility services if included as part of a lease or rental agreement.

**Purchased advertising.** The cost of purchased advertising including payments to other firms for printing, media, and other services and materials used for advertising.

**Taxes and licenses.** The cost of taxes and licenses, including business license fees, real estate and personal property taxes (such as taxes on motor vehicles, machinery, equipment, and inventories), and special assessments. Also includes FCC license fees. Excludes income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

**Other operating expenses.** All other operating expenses not reported above, including billing services; news gathering services; rating services; travel expenses; dues and subscriptions; accounting and legal fees; office supplies; and data processing expenses, including the cost of computer software purchased under licensing agreements. Excludes interest on loans, income taxes, and local sales and excise taxes.

## SAMPLE DESIGN

The Annual Survey of Communication Services is based on a probability sample, selected from employers contained on the Census Bureau's Standard Statistical Establishment List (SSEL). The SSEL includes all employer businesses that make Social Security payments for employees under the Federal Insurance Contribution Act (FICA). The sample is updated quarterly to account for new employer businesses (births) and employers which go out of business (deaths). The sample was originally drawn from establishments on the SSEL as of December 31, 1989. The SSEL consisted of two lists. One list was composed of all Employer Identification Numbers (EIN's) for businesses with reported payroll for at least one quarter of 1989. The EIN is the primary taxpayer identifier used by employer business firms. The second list consisted of all establishments of known multiestablishment companies as

of December 31, 1989. These lists contained information on sales or receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made using files from the 1989 SSEL. This study determined the stratification of the sampling units based on payroll and kind of business, and the optimal allocation of the sample necessary to meet specified sampling variability objectives for revenue of different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff was particularly important since it often determined the type of sampling unit.

The sampling units consist of both companies and EIN's. If a company had total revenue (estimated from payroll) above the corresponding cutoff for its major kind of business, or total revenue for any minor kind of business above the corresponding cutoff for the minor kind of business, the company was selected into the sample with certainty. The company, which might consist of many EIN's, was then the sampling unit; therefore, any new establishments that the company might acquire, even if under new or different EIN's, were in the sample with certainty. The EIN was the sampling unit for all single-establishment companies, whether or not selected with certainty. All multiestablishment companies not selected with certainty were treated on an EIN basis; that is, the EIN was the sampling unit.

To be eligible for the initial sampling, an EIN had to be active (i.e., had payroll in 1989 and was on the latest available Internal Revenue Service (IRS) active mailing list for FICA taxpayers). The EIN's were then stratified according to their major kind of business and their estimated revenue. Within each stratum, a simple random sample of EIN's was selected. The sampling rates for these strata varied between 1 in 3 and 1 in 379.

For all EIN "births" after the initial selection, a two-phase selection procedure is used. EIN births are new EIN's recently assigned by the IRS and on the latest available IRS mailing list for FICA taxpayers. In the first phase, births are arranged by kind of business and size (expected employment or quarterly payroll). A relatively large sample is then drawn and canvassed in order to obtain a more reliable measure of size (revenue of two recent months) and to correct or obtain a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase one are subjected to probability proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1989 SSEL. Because of the lag in identifying births and the time needed to accomplish the two-phase birth selection procedures, births are actually added to the sample on an average of 9 to 12 months after they begin operation. The birth selection procedure is carried out quarterly.

The EIN births that are selected in the quarterly birth selection procedure in early November of the annual

survey year are included in the main mailing of the annual survey questionnaires early the following year.

To account for all EIN births in the annual survey year, we mail EIN births selected in subsequent quarterly birth selection procedures in June and August to supplement the main survey mailing.

Selected EIN's that were reactivated in the quarterly processing, were not included in the main mailing, and had payroll in the annual survey year are treated in a similar manner to the EIN births.

To be eligible for the sample canvass and tabulation, a business must meet both of the following requirements:

- a. It must be on the latest available IRS mailing list for FICA taxpayers from the previous quarter.
- b. It must have been selected from either the SSEL or the file of employer births.

In the case of businesses that were selected into the sample with certainty, the first requirement is changed. These sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey.

## **ESTIMATION**

Annual estimates of revenue and expenses from the Annual Survey of Communication Services are based upon the summation of weighted data reported by the sampling units in the survey. The assigned weights of the sampling units are the reciprocal of the probability of selection (or, equivalently, the inverse of the sampling rate).



## Appendix C. Kind-of-Business Classification

The communication industries included in the report are classified in accordance with the 1987 edition of the *Standard Industrial Classification Manual*, issued by the Office of Management and Budget for purposes of providing a standard for the classification and presentation of data by all Federal agencies. Each establishment, firm, and organizations owned and operated by Federal, State, or organization is classified according to the major service (determined by the volume of revenue) it provides. Establishments, firms, and organizations owned and operated by Federal, State, or local governments are excluded. A description of each kind-of-business classification presented in this report follows.

### **COMMUNICATIONS SERVICES (SIC MAJOR GROUP 48)**

Establishments furnishing point-to-point communication services, whether intended to be received aurally or visually; and radio and television broadcasting. Establishments engaged in providing paging and beeper services and those leasing telephone lines or other methods of telephone transmission, such as optical fiber lines and microwave or satellite facilities, and reselling the use of such methods to others. Excludes establishments primarily engaged in furnishing telephone answering services.

#### **Radiotelephone Communications (SIC 4812)**

Establishments primarily engaged in providing two-way radiotelephone communication services, such as cellular telephone services. Also includes telephone paging and beeper service and those engaged in leasing telephone lines or other methods of telephone transmission, such as microwave or satellite facilities and fiber optic lines, and reselling the use of such methods to others. Excludes establishments primarily engaged in furnishing telephone answering services.

#### **Telephone Communications, Except Radiotelephone (SIC 4813)**

Establishments primarily engaged in furnishing telephone voice and data communications, except radiotelephone and telephone answering services. Also includes establishments engaged in leasing telephone lines or other methods of telephone transmission, such as microwave or satellite facilities and fiber optic lines, and reselling the use

of such methods to others. Excludes establishments primarily engaged in furnishing radiotelephone communications and those furnishing telephone answering services.

#### **Telegraph and Other Message Communications (SIC 4822)**

Establishments primarily engaged in furnishing telegraph and other nonvocal message communications services, such as cablegram, electronic mail, and facsimile transmission services.

#### **Radio Broadcasting Stations (SIC 4832)**

Establishments primarily engaged in broadcasting aural programs by radio to the public. Included in this industry are commercial, religious, educational, and other radio stations as well as establishments engaged in radio broadcasting and the production of radio program materials. Excludes separate establishments primarily engaged in producing radio program materials.

#### **Television Broadcasting Stations (SIC 4833)**

Establishments primarily engaged in broadcasting visual programs by television to the public except cable and other pay television services. Included in this industry are commercial, religious, educational, and other television stations as well as establishments engaged in television broadcasting and the production of taped television program materials. Excludes separate establishments primarily engaged in furnishing cable and other pay television services or producing taped television program materials.

#### **Cable and Other Pay Television Services (SIC 4841)**

Establishments primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis. Included in this industry are establishments which primarily engage in cablecasting and which also produce taped program materials. Excludes separate establishments primarily engaged in producing taped television or motion picture program materials.

#### **Communications Services, Not Elsewhere Classified (SIC 4899)**

Establishments primarily engaged in furnishing communications services, not elsewhere classified. Excludes establishments primarily engaged in providing online information retrieval services on a contract or fee basis.



## Appendix D. Report Forms

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**B-516**

OMB No. 0607-0706: Approval Expires 12/31/96

FORM **B-516**  
(12-14-95)U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS**1995  
ANNUAL SURVEY OF  
COMMUNICATION  
SERVICES  
TELEPHONE AND  
WIRELESS SERVICES****PENALTY FOR FAILURE TO REPORT**  
**DUE DATE: 30 Days after receipt  
of form****NOTICE** — Response to this inquiry is  
**required by law (title 13, U.S. Code).**  
By the same law, your report to the  
Census Bureau is **confidential**. It may  
be seen only by sworn Census  
employees and may be used only for  
statistical purposes. The law also  
provides that copies retained in your  
files are **immune from legal process**.**RETURN TO****BUREAU OF THE CENSUS**  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

Any questions call 1-800-772-7851

Public reporting burden for this collection of information is estimated to average 8.0 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Administration, Attn: Paperwork Reduction Project 0607-0706, Room 3104, FB 3, Bureau of the Census, Washington, DC 20233-0001.  
**PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.****In correspondence pertaining to this report, please refer  
to the IDENTIFICATION NUMBER shown below.**

| CENSUS<br>USE | 1. | 2. |
|---------------|----|----|
|               |    |    |

(Please correct any error in name, address, and ZIP Code)

**BEFORE  
COMPLETING  
YOUR REPORT****Read ALL instructions carefully, including the survey coverage below. Instructions  
accompanying each item number are abbreviated. For complete details, see the  
"COVERAGE AND REPORTING INSTRUCTIONS" SHEET ON THE THIRD PANEL OF THE  
FORM. If book figures are not available, carefully prepared estimates are acceptable.****SURVEY COVERAGE**This report covers regulated and nonregulated **domestic locations** operated by your company and its subsidiaries primarily engaged in providing telephone communication services (including local, long-distance, alternate access, cellular, beeper, and paging services) as listed on the "Coverage and Reporting Instructions" on the third panel of the form.**If your activities do not appear to be covered by this survey, please describe your  
kind of business in the "Remarks" section on page 4 of this form.****Item 1      NUMBER OF LOCATIONS**

Enter the total number of telephone communication locations operated by this company as of December 31, 1995. A location is defined as an establishment with paid company personnel.

**Key  
code****1995 Number****601****Item 2      ORGANIZATIONAL STATUS — Mark (X) the ONE box which best describes this company during 1995.**

- 081**    0 ☐ Corporation                      5 ☐ Governmental — Specify ☒                      9 ☐ Other — Specify ☒
- 1 ☐ Individual proprietorship
- 2 ☐ Partnership

**CONTINUE WITH ITEM 3 ON PAGE 2**

**Item 3 OPERATING REVENUE**

See the attached "Coverage and Reporting Instructions" sheet before completing this section.

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

**Line a** — Report cellular and other mobile services revenue in line d.

**Line d** — Report installation fees and the sale of equipment in line f.

**Line e** — Report other directory revenue (i.e., revenue from the sale of directories, charges for unlisted telephone numbers, etc.) in line f.

**Line f** — Exclude the sale of merchandise and equipment from retail locations. Also exclude sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as income from investments, the sale of securities, real estate, etc. **NOTE** — If the amount reported on this line is greater than 50 percent of the total operating revenue reported in line g, indicate the source of this revenue in the "Remarks" section on page 4 of this form.

Estimates are acceptable if book figures are not available.

|                                              | Key code | 1995 |      |       |      |
|----------------------------------------------|----------|------|------|-------|------|
|                                              |          | Bil. | Mil. | Thou. | Dol. |
| a. Local service revenue                     | 602      |      |      |       |      |
| b. Long-distance service revenue             | 603      |      |      |       |      |
| c. Network access revenue                    | 604      |      |      |       |      |
| d. Cellular and other radiotelephone revenue | 605      |      |      |       |      |
| e. Directory advertising revenue             | 606      |      |      |       |      |
| f. Other operating revenue                   | 607      |      |      |       |      |
| g. TOTAL OPERATING REVENUE                   | 608      |      |      |       |      |

**Item 4 ANALYSIS OF REVENUE**

See the attached "Coverage and Reporting Instructions" sheet before completing this section.

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

**NOTE** — Do not report percentages as fractions. Round to the nearest whole percent.

**Line a** — Report in lines a(1) and a(2) the percentage of local service, long-distance service, and network access revenue (reported in items 3a, 3b, and 3c respectively) by type of customer.

**NOTE** — The sum of lines a(1) and a(2) should equal 100 percent.

**Line b** — Report in lines b(1) and b(2) the percentage of local service, long-distance service, and network access revenue (reported in items 3a, 3b, and 3c respectively) by type of service.

**NOTE** — The sum of lines b(1) and b(2) should equal 100 percent.

|                                                                  |     | 1995 PERCENT |                                     |          |                                             |          |                                      |
|------------------------------------------------------------------|-----|--------------|-------------------------------------|----------|---------------------------------------------|----------|--------------------------------------|
| Estimates are acceptable if book figures are not available.      |     | Key code     | Percentage of local service revenue | Key code | Percentage of long-distance service revenue | Key code | Percentage of network access revenue |
| a. Type of customer                                              |     |              |                                     |          |                                             |          |                                      |
| (1) Residential customers                                        | 609 | %            | 611                                 | %        | 613                                         | %        |                                      |
| (2) Other customers                                              | 610 | %            | 612                                 | %        | 614                                         | %        |                                      |
| TOTAL                                                            |     | 100%         |                                     | 100%     |                                             | 100%     |                                      |
| Estimates are acceptable if book figures are not available.      |     | Key code     | Percentage of local service revenue | Key code | Percentage of long-distance service revenue | Key code | Percentage of network access revenue |
| b. Type of service                                               |     |              |                                     |          |                                             |          |                                      |
| (1) Intrastate service                                           | 625 | %            | 615                                 | %        | 617                                         | %        |                                      |
| (2) Interstate service                                           | 626 | %            | 616                                 | %        | 618                                         | %        |                                      |
| TOTAL                                                            |     | 100%         |                                     | 100%     |                                             | 100%     |                                      |
| c. Percentage of cellular and other radiotelephone revenue from: |     |              |                                     |          |                                             |          |                                      |
| (1) Air time                                                     |     |              |                                     |          | 619                                         | %        |                                      |
| (2) Basic service                                                |     |              |                                     |          | 620                                         | %        |                                      |
| (3) Long-distance service                                        |     |              |                                     |          | 621                                         | %        |                                      |
| (4) Roaming charges                                              |     |              |                                     |          | 622                                         | %        |                                      |
| (5) Other                                                        |     |              |                                     |          | 623                                         | %        |                                      |
| TOTAL                                                            |     |              |                                     |          |                                             | 100%     |                                      |

**Line c** — Firms providing cellular and other radiotelephone services: Report in lines c(1) through c(5) respectively, the percentage of cellular and other radiotelephone revenue (reported in item 3d) from the sale of air time; basic and other services, such as call waiting and voice mail; long-distance services; intercarrier nonhome-subscriber traffic services (roaming charges); and all other sources, such as radio paging, mobile dispatching, and signaling services.

**NOTE** — The sum of lines c(1) through c(5) should equal 100 percent.

| Item 5                                                                                                                                                                                                                                                           | PAYROLL AND OTHER OPERATING EXPENSES | Estimates are acceptable if book figures are not available.                                                                                   | Key code | 1995 |      |       |      |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------|------|------|-------|------|--|
|                                                                                                                                                                                                                                                                  |                                      |                                                                                                                                               |          | Bil. | Mil. | Thou. | Dol. |  |
| <b>See the attached "Coverage and Reporting Instructions" sheet before completing this section.</b>                                                                                                                                                              |                                      |                                                                                                                                               |          |      |      |       |      |  |
| <b>Enter "0" in items where applicable. Do not combine data for two or more detail lines.</b>                                                                                                                                                                    |                                      |                                                                                                                                               |          |      |      |       |      |  |
| <b>Line a</b> — Report, on a cash basis, the gross earnings paid to employees prior to deductions. If an unincorporated concern, <b>exclude</b> payments to proprietors or partners.                                                                             |                                      | a. Annual payroll                                                                                                                             | 627      |      |      |       |      |  |
| <b>Line b</b> — Report, on a cash basis, in line b(1) employer's cost for legally required programs. Report, on a cash basis, in line b(2) employer's cost for programs not required by law. Report in line b(1) and line b(2) the amounts actually contributed. |                                      | b. Employer contributions to employee benefit plans                                                                                           |          |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (1) Plans required under Federal and State legislation (including Social Security and Medicare (FICA), worker's compensation insurance, etc.) | 628      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (2) Other fringe benefit plans (including medical insurance, life insurance, etc.)                                                            | 629      |      |      |       |      |  |
| <b>Line c</b> — Firms providing cellular phone service, report interconnection fees here.                                                                                                                                                                        |                                      | c. Access charges                                                                                                                             | 630      |      |      |       |      |  |
| <b>Line d</b> — <b>Exclude</b> depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.                                  |                                      | d. Depreciation and amortization charges                                                                                                      |          |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (1) Buildings, offices, and structures                                                                                                        | 631      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (2) Communication systems                                                                                                                     | 632      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (3) Vehicles, machinery and equipment, and other tangible assets                                                                              | 633      |      |      |       |      |  |
| <b>Line e</b> — <b>Exclude</b> payments by your firm to the parent company or organization, or any of its subsidiaries, for use of assets owned by them; and installment payments for assets obtained by your company through capital lease agreements.          |                                      | e. Lease and rental costs                                                                                                                     |          |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (1) Buildings, offices, and structures                                                                                                        | 634      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (2) Communication systems                                                                                                                     | 635      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (3) Vehicles, and other machinery and equipment                                                                                               | 636      |      |      |       |      |  |
| <b>Line f</b> — <b>Exclude</b> repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.                               |                                      | f. Cost of purchased repairs                                                                                                                  |          |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (1) Buildings, offices, and structures                                                                                                        | 637      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (2) Communication systems                                                                                                                     | 638      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | (3) Vehicles, and other machinery and equipment                                                                                               | 639      |      |      |       |      |  |
| <b>Line g</b> — <b>Exclude</b> worker's compensation premiums. Report these costs in line b(1).                                                                                                                                                                  |                                      | g. Cost of insurance                                                                                                                          | 640      |      |      |       |      |  |
| <b>Line h</b> — <b>Exclude</b> the cost of utility services if included as part of a lease or rental agreement.                                                                                                                                                  |                                      | h. Cost of telephone and other purchased communication services                                                                               | 641      |      |      |       |      |  |
| <b>Line i</b> — <b>Exclude</b> income, payroll, sales, and other taxes collected from customers and paid directly to local, State, or Federal government agencies.                                                                                               |                                      | i. Cost of purchased utilities                                                                                                                | 642      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | j. Cost of purchased advertising                                                                                                              | 643      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | k. Taxes and licenses                                                                                                                         | 644      |      |      |       |      |  |
|                                                                                                                                                                                                                                                                  |                                      | l. Other operating expenses                                                                                                                   | 645      |      |      |       |      |  |
| <b>Lines l and m</b> — See the attached "Coverage and Reporting Instructions" sheet to calculate Other Operating Expenses and Total Operating Expenses as they pertain to this survey.                                                                           |                                      | m. TOTAL OPERATING EXPENSES                                                                                                                   | 647      |      |      |       |      |  |
| <b>NOTE</b> — If the amount reported on line l is greater than 50 percent of the total operating expenses reported in line m, indicate the source of these expenses in the "Remarks" section on page 4 of this form.                                             |                                      |                                                                                                                                               |          |      |      |       |      |  |

| Item 6                                                       | INTEREST EXPENSE | Key code | 1995 |      |       |      |  |
|--------------------------------------------------------------|------------------|----------|------|------|-------|------|--|
|                                                              |                  |          | Bil. | Mil. | Thou. | Dol. |  |
| Report all interest expense, including capitalized interest. |                  |          |      |      |       |      |  |
| Estimates are acceptable if book figures are not available.  |                  | 645      |      |      |       |      |  |

CONTINUE WITH ITEM 7 ON PAGE 4

| <b>Item 7 REPORT PERIOD</b>                                                  |  | <b>Key code</b> |  | <b>1995</b> |     |      |
|------------------------------------------------------------------------------|--|-----------------|--|-------------|-----|------|
| Mark (X) the one box which best describes the period covered by your report. |  |                 |  | Month       | Day | Year |
| 1 <input type="checkbox"/> Calendar year —<br>Go to item 8                   |  | From            |  | 648         |     |      |
| 2 <input type="checkbox"/> Fiscal year                                       |  | To              |  | 649         |     |      |
| 3 <input type="checkbox"/> Less than 12 months                               |  |                 |  |             |     |      |

| <b>Item 8 OWNERSHIP OR CONTROL</b>                                                                                                             |  | Name of owning or controlling company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|------------------------------------------------------------------------------------------------------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| a. Does another company own more than 50 percent of the voting stock or have the power to control the management and policies of this company? |  | Number and street                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 084 1 <input type="checkbox"/> Yes<br>2 <input type="checkbox"/> No — Continue with item 8b                                                    |  | City, State, and ZIP Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                |  | <div style="display: flex; justify-content: space-between; align-items: center;"> <span>EIN →</span> <table border="1" style="border-collapse: collapse; text-align: center;"> <tr> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> <td style="width: 20px;"> </td> </tr> </table> </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| b. Did this company acquire or merge with another company in 1995?                                                                             |  | Name of company acquired or merged with                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 087 1 <input type="checkbox"/> Yes<br>2 <input type="checkbox"/> No — Continue with item 9                                                     |  | Number and street                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                |  | City, State, and ZIP Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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**REMARKS** — To reduce the need for costly telephone follow-up, please explain any significant change from your prior year reported data.

**Item 9 CERTIFICATION** — This report is substantially accurate and was prepared in accordance with instructions.

**CENSUS USE**  
 092

|                                                        |                                                           |                                                                                                                                                                                                                                                                                             |           |        |           |  |  |  |
|--------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------|-----------|--|--|--|
| Name of person to contact regarding this report<br>093 | Address (Number and street, city, State, ZIP Code)<br>094 | 095 Telephone<br><table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Area code</td> <td style="width: 40%;">Number</td> <td style="width: 40%;">Extension</td> </tr> <tr> <td style="height: 40px;"> </td> <td> </td> <td> </td> </tr> </table> | Area code | Number | Extension |  |  |  |
| Area code                                              | Number                                                    | Extension                                                                                                                                                                                                                                                                                   |           |        |           |  |  |  |
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| Signature of authorized person                         |                                                           | 098 FAX<br><table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Area code</td> <td style="width: 40%;">Number</td> <td style="width: 40%;">Extension</td> </tr> <tr> <td style="height: 40px;"> </td> <td> </td> <td> </td> </tr> </table>       | Area code | Number | Extension |  |  |  |
| Area code                                              | Number                                                    | Extension                                                                                                                                                                                                                                                                                   |           |        |           |  |  |  |
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| Title<br>096                                           | Date                                                      |                                                                                                                                                                                                                                                                                             |           |        |           |  |  |  |

**1995 ANNUAL SURVEY OF COMMUNICATION SERVICES  
TELEPHONE AND WIRELESS SERVICES  
COVERAGE AND REPORTING INSTRUCTIONS**

**SPECIFIC SURVEY COVERAGE**

- **Radiotelephone Communications** — Locations, including radio common carriers, satellite common carriers, and wireline companies, primarily engaged in providing two-way radiotelephone communications services, such as cellular telephone services. Also includes locations primarily engaged in providing telephone paging and beeper services and those engaged in leasing telephone lines or other methods of telephone transmission, such as optical fiber lines and microwave or satellite facilities, and reselling the use of such methods to others.
- **Other Telephone Communications** — Locations primarily engaged in furnishing telephone voice and data communications. Transmission can be via wireline, optical fiber, coaxial cable, microwave or satellite. Includes common carriers furnishing

domestic local and long-distance services and international services, specialized long-distance carriers and resellers of these services.

Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication business activities, such as central administrative offices, garages, warehouses, and locations providing maintenance and repairs of your machinery and equipment.

**Exclude** subsidiaries or operating units which are requested to submit separate 1995 Annual Survey of Communication Services reports to the Bureau of the Census.

**If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.**

**REPORTING INSTRUCTIONS**

*Please retain a copy of the completed form for your records.*

Please read all instructions and complete all items in this report. This will save on costly and time-consuming follow-up.

- Report only for those locations primarily engaged in the activities defined in the coverage section above.
- For locations sold or acquired during 1995, report only for the period that the locations were operated by this company.
- Report data for calendar year 1995. If calendar year records are not available, data for the latest fiscal year are acceptable. Indicate the period covered in item 7. Please note, however, that estimates for calendar year 1995 are preferable to book figures covering a different time period.
- Regulated common carriers, report data on a financial reporting basis.
- Report dollar values in whole dollars (omit cents).
- If book figures are not available, carefully prepared estimates are acceptable.

**Item 3 — OPERATING REVENUE**

**Enter "0" in items where applicable. Do not combine data for two or more detail lines.**

- Report all charges or billings for services rendered and any sales of merchandise during 1995, even though payments may be received at a later date. Do not deduct allowances for uncollectable accounts. **Exclude revenue collected on behalf of another company** and nonoperating revenue such as income from investments, the sale of securities or real estate, etc. **Exclude** revenue from a domestic parent organization (intracompany transfers), or from franchise locations owned by others and any franchise or license fees. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.
- Prorate revenue derived from services provided on a contractual basis according to the work accomplished. (Only include the amounts applicable to the report period.)

**Line a** — Report local service revenue, including extended area revenue. Include local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as directory assistance, touch-tone line services, call forwarding, and call waiting. **Report cellular and other mobile services revenue in item 3d.**

**Line b** — Report revenue derived from message services that terminate beyond the basic service area. Include message services that utilize the public long-distance switching network and the basic subscriber access line. Also, include any charges for operator assistance or special billings directly related to these calls. Report all revenue received from international calls originating in the United States, including the portion paid to foreign companies for accessing their network.

**Line c** — Report revenue from providing exchange access services to an interexchange carrier or to an end-user of telecommunications services beyond the exchange carrier's network. Include access revenue for calls originating in foreign countries.

**Line d** — Report revenue from cellular and general radio telecommunications systems, including radio paging, mobile dispatching, and signaling services. **Report installation fees and the sale of equipment in item 3f.**

**Line e** — Report revenue derived from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements. Report **other directory revenue** (i.e., revenue from the sale of directories, charges for unlisted telephone numbers, etc.) in **item 3f.**

**Line f** — Report other operating revenue including revenue from the sale or lease of communication equipment (include fair sales value of merchandise marketed in 1995 under capital, finance, or "full payout" leases). Also, include revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenance activities for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other than advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement. Include sales of merchandise and equipment. **Exclude** the sale of merchandise and equipment from retail locations. Also, **exclude** sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc. **NOTE — If the amount reported on this line is greater than 50 percent of the total operating revenue reported in item 3g, indicate the source of this revenue in the "Remarks" section on page 4 of this form.**

**Line g** — Report the sum of items 3a through 3f.

**Item 4 — ANALYSIS OF REVENUE**

**NOTE — Round percentage items to the nearest whole percent.**

**Line a** — Report in lines a(1) and a(2) the percentage of local service, long-distance service, and network access revenue (reported in items 3a, 3b, and 3c respectively) by type of customer.

**NOTE — The sum of lines a(1) and a(2) should equal 100 percent.**

**Line b** — Report in lines b(1) and b(2) the percentage of local service, long-distance service, and network access revenue (reported in items 3a, 3b, and 3c respectively) by type of service.

**NOTE — The sum of lines b(1) and b(2) should equal 100 percent.**

**Line c** — Firms providing cellular and other radiotelephone services: Report in lines c(1) through c(5) respectively, the percentage of cellular and other radiotelephone revenue (reported in item 3d) from the sale of air time; basic and other services, such as call waiting and voice mail; long-distance services; intercarrier nonhome-subscriber traffic services (roaming charges); and all other sources, such as radio paging, mobile dispatching, and signaling services.

**NOTE — The sum of lines c(1) through c(5) should equal 100 percent.**

WHEN COMPLETING THIS REPORT, PLEASE READ THESE INSTRUCTIONS CAREFULLY — Detach this panel before returning your report.

## REPORTING INSTRUCTIONS — Continued

**Item 5 — PAYROLL AND OTHER OPERATING EXPENSES**

**Enter "0" in items where applicable. Do not combine data for two or more detail lines.**

- Report costs incurred during 1995 even though payments may be made at a later date. **Exclude** sales taxes or other taxes collected from customers and paid directly to a taxing authority.

**Line a** — Report, on a cash basis, the gross earnings paid to employees prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries, commissions to own employees, dismissal pay, paid bonuses, vacation and sick leave pay, and employee contributions to qualified pension plans whether or not subject to income or FICA tax. If a corporation, include salaries of officers; if an unincorporated concern, **exclude** payments to proprietors or partners.

- Definitions for annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.

**Line b** — Report, on a cash basis, in line b(1) employer's cost for legally required programs, such as Social Security and Medicare (FICA), worker's compensation insurance, unemployment tax, and State disability insurance programs. Report, on a cash basis, in line b(2) employer's cost for programs not required by law, such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits and insurance premiums for hospital and medical plans. Report in line b(1) and line b(2) the amounts actually contributed.

**Line c** — Report payments to local exchange carriers for access to their networks. Also, include fees for leased facilities. Firms providing **cellular phone service**, report **interconnection fees** here. Include access charges paid to foreign companies for international calls originating in the United States.

**Line d** — Report in line d(1) the amount of depreciation and amortization charges against buildings, offices, and structures owned by your firm. Report in line d(2) the amount of depreciation on communication systems (optical fiber, digital and/or microwave switching, satellite transmission, etc.). Report in line d(3) the amount of depreciation and amortization charges against other tangible assets owned by your firm. Include depreciation on assets rented or leased to others by you under an operating lease agreement. Include depreciation on assets owned and used by your firm within leaseholds, and assets obtained through capital lease agreements. **Exclude** depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

**Line e** — Report in line e(1) the cost of renting or leasing buildings, offices, and structures. Report in line e(2) the cost of renting or leasing communication systems (optical fiber, digital and/or microwave switching, satellite transmissions, etc.). Report in line e(3) the cost of renting or leasing vehicles and other machinery and equipment. **Exclude** payments by your firm to the parent company or organization, or any of its subsidiaries, for use of assets owned by them; and installment payments for assets obtained by your company through capital lease agreements.

**Line f** — Report in line f(1) the cost of purchased repairs (including charges for parts and labor) to buildings, offices, and structures. Report in line f(2) the cost of purchased repairs to communication systems (optical fiber, digital and/or microwave switching, satellite transmissions, and other transmitting equipment). Report in line f(3) purchased repairs to vehicles, and other machinery and equipment. **Exclude** repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.

**Line g** — Report the cost of all commercial insurance, including that used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Include premiums on fidelity bonds of employees, and insurance to protect against liability for deaths or injuries of persons and damages to the property of others. **Exclude workers's compensation premiums**. Report these costs in line b(1).

**Line h** — Report the cost of nonrevenue-generating purchased communication services, including telephone, telex, telegraph, teletype, etc.

**Line i** — Report the cost of purchased utilities, including the cost of purchased electricity, and purchased fuels consumed for heat, power or generating electricity. Include water, sewer, and refuse removal. **Exclude** the cost of utility services if included as part of a lease or rental agreement.

**Line j** — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising. Also, include the cost of telemarketing services.

**Line k** — Report the cost of taxes and licenses, including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. **Exclude** income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

**Lines l and m**

- **Total operating expenses** — Will not match to the company's income statement due to the cash and accrual methods requested for this survey. As a guide, compute total operating expenses as follows:

Total operating expenses (from income statement)

+ Taxes — *If not included in operating expenses, see item 5k on page 3.*

+ (Annual payroll (cash basis) + Employer contributions (cash basis))

– (Annual payroll (accrual basis) + Employer contributions (accrual basis))

---

= **TOTAL OPERATING EXPENSES** — *Place in item 5m*

- **Other operating expenses** — If other operating expenses are unavailable, calculate them as follows —

**TOTAL OPERATING EXPENSES FOR SURVEY**  
(as calculated in item 5m)

– (Items 5a through 5k on survey report form)

---

= **OTHER OPERATING EXPENSES** — *Place in item 5l.*

**NOTE** — If the amount reported on line l is greater than 50 percent of the total operating expenses reported in line m, indicate the source of these expenses in the "Remarks" section on page 4 of this form.

Other operating expenses include billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, data processing expenses, etc. Include the cost of computer software purchased under licensing agreements. **Exclude** income taxes, and local sales and excise taxes.

**B-518**

OMB No. 0607-0706: Approval Expires 12/31/96

FORM **B-518**  
(12-14-95)U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS**1995 ANNUAL  
SURVEY OF  
COMMUNICATION  
SERVICES  
RADIO AND TELEVISION  
BROADCASTING****PENALTY FOR FAILURE TO REPORT  
DUE DATE: 30 Days after receipt  
of form****NOTICE** — Response to this inquiry is  
required by law (title 13, U.S. Code).  
By the same law, your report to the  
Census Bureau is **confidential**. It may  
be seen only by sworn Census  
employees and may be used only for  
statistical purposes. The law also  
provides that copies retained in your  
files are **immune from legal process**.**RETURN TO****BUREAU OF THE CENSUS**  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

Any questions call 1-800-772-7851

Public reporting burden for this collection of information is estimated to average 5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Administration, Attn: Paperwork Reduction Project 0607-0706, Room 3104, FB 3, Bureau of the Census, Washington, DC 20233-0001.  
**PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.**In correspondence pertaining to this report, please refer  
to the IDENTIFICATION NUMBER shown below.

| CENSUS<br>USE | 1. | 2. |
|---------------|----|----|
|               |    |    |

(Please correct any error in name, address, and ZIP Code)

**BEFORE  
COMPLETING  
YOUR REPORT****Read ALL instructions carefully, including the survey coverage below. Instructions  
accompanying each item number are abbreviated. For complete details, see the "COVERAGE  
AND REPORTING INSTRUCTIONS" ON THE THIRD PANEL OF THE FORM. If book figures are  
not available, carefully prepared estimates are acceptable.****SURVEY COVERAGE**This report covers all **domestic locations** operated by your company and its subsidiaries primarily engaged in providing radio and television broadcasting services as listed on the "Coverage and Reporting Instructions" on the third panel of the form.**If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.****Item 1 NUMBER OF LOCATIONS**

Enter the total number of broadcasting locations operated by this company as of December 31, 1995. A location is defined as an establishment with paid company personnel.

**Line a** — Report the number of radio stations covered by this survey.**Line b** — Report the number of television stations covered by this survey.**Line c** — Report the number of other broadcasting locations covered by this survey. (Include network broadcasting locations.)**Line d** — Report the total number of broadcasting locations and stations covered by this report. Sum of lines a through c.

Enter the total number of —

**a.** Radio stations**b.** Television stations**c.** Other broadcasting locations**d. TOTAL NUMBER OF BROADCASTING  
LOCATIONS/STATIONS — Sum of lines a  
through c**Key  
code

1995 Number

701

702

703

601

**NOTE** — If you reported both radio and television stations in items 1a and 1b above, continue with item 1e. Otherwise, **SKIP** to item 2.**Line e** — Report the percentage of this firm's total operating revenue (item 4g, page 2) from all radio stations reported in item 1a and all television stations reported in item 1b.**NOTE** — The sum of lines e(1) and e(2) should equal 100 percent.**e.** What percentage of this firm's total operating revenue was from —

(1) Radio stations?

(2) Television stations?

**TOTAL**Key  
code

1995 Percent

716

717

100%

**Item 2 ORGANIZATIONAL STATUS** — Mark (X) the ONE box which best describes this company during 1995.

081

☐ Corporation☐ Governmental — Specify           ☐ Other — Specify           ☐ Individual proprietorship☐ Partnership

**Item 3 TAX STATUS**

a. Is this firm or organization operated on a not-for-profit basis?

007 1 ☐ YES2 ☐ NO

▶ **NOTE** - If you answered "NO" to item 3a, **SKIP** to item 4, **otherwise continue** with item 3b. ◀

b. Was all or part of the income of this firm or organization exempt from Federal income taxes under section 501 or 521 of the Internal Revenue Code?

009 1 ☐ YES2 ☐ NO**Item 4 REVENUE**

See the attached "Coverage and Reporting Instructions" sheet before completing this section. Enter "0" in items where applicable. Do not combine data for two or more detail lines.

**STATION TIME SALES**

Line a - Exclude network compensation paid to stations owned by your company.

Lines b and c - Deduct commissions paid to agency representatives and brokers.

**NETWORK TIME SALES**

Line e - (Networks only) Deduct commissions paid to agency representatives and brokers.

**OTHER OPERATING REVENUE**

Line f - Include satellite truck rental revenue, but exclude tower rental revenue. **NOTE** - If the amount reported on this line is greater than 50 percent of total operating revenue reported in line g, indicate the source of this revenue in the "Remarks" section on page 4 of this form.

Estimates are acceptable if book figures are not available.

**STATION TIME SALES**

a. Network compensation

b. National/regional advertising revenue (net)

c. Local advertising revenue (net)

d. TOTAL STATION TIME SALES (net)

**NETWORK TIME SALES (Networks only)**

e. Advertising revenue (net)

f. OTHER OPERATING REVENUE

g. TOTAL OPERATING REVENUE

Key  
code

1995

Bil. Mil. Thou. Dol.

704

705

706

707

708

607

608

▶ **TAXABLE ORGANIZATIONS - SKIP now to item 5.** ◀

**NONOPERATING INCOME (Tax-exempt organizations only; all others SKIP to item 5.)**

Line i - **NOTE** - If the amount reported on this line is greater than 50 percent of the total revenue reported in line j, indicate the source of this revenue in the "Remarks" section on page 4 of this form.

Line j - Tax-exempt organizations only. Report the sum of items 4g through 4i.

**NONOPERATING INCOME**

h. Subsidies, gifts, loans, contributions, and grants

i. Other nonoperating income

j. TOTAL REVENUE

Key  
code

1995

Bil. Mil. Thou. Dol.

709

710

711

**Item 5 PAYROLL AND OTHER OPERATING EXPENSES**

See the attached "Coverage and Reporting Instructions" sheet before completing this section.

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

Line a - Report, on a cash basis, the gross earnings paid to employees prior to deductions. If an unincorporated concern, **exclude** payments to proprietors or partners.

Line b - Report, on a cash basis, in line b(1) employer's cost for legally required programs. Report, on a cash basis, in line b(2) employer's cost for programs not required by law. Report in line b(1) and line b(2) the amounts actually contributed.

Line e - (Networks only) **Exclude** the cost of programming time purchased from stations owned by your company.

Line f - **Exclude** depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

Estimates are acceptable if book figures are not available.

a. Annual payroll

b. Employer contributions to employee benefit plans

(1) Plans required under Federal and State legislation (including Social Security and Medicare (FICA), worker's compensation insurance, etc.)

(2) Other fringe benefit plans (including medical insurance, life insurance, etc.)

c. Broadcast rights

d. Music license fees

e. Network compensation fees

f. Depreciation and amortization charges

(1) Buildings, offices, and structures

(2) Transmission systems

(3) Vehicles, machinery and equipment, and other tangible assets

**SUBTOTAL - Sum of lines a through f(3)**

Please enter this total here and on next page.

Key  
code

1995

Bil. Mil. Thou. Dol.

627

628

629

712

713

714

631

632

633

| <b>Item 5 PAYROLL AND OTHER OPERATING EXPENSES — Continued</b>                                                                                                                                                                                   |  | Estimates are acceptable if book figures are not available.                            |      | 1995 |       |      |  |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------------------------|------|------|-------|------|--|--|
|                                                                                                                                                                                                                                                  |  | Key code                                                                               | Bil. | Mil. | Thou. | Dol. |  |  |
| <b>Line g — Exclude</b> payments by your firm to the parent company or organization, or any of its subsidiaries, for use of assets owned by them; and installment payments for assets obtained by your company through capital lease agreements. |  | <b>BEFORE continuing — Enter subtotal for lines a through f(3) from previous page.</b> |      |      |       |      |  |  |
| <b>g. Lease and rental costs.</b>                                                                                                                                                                                                                |  |                                                                                        |      |      |       |      |  |  |
| <b>(1) Buildings, offices, and structures</b>                                                                                                                                                                                                    |  | <b>634</b>                                                                             |      |      |       |      |  |  |
| <b>(2) Transmission systems</b>                                                                                                                                                                                                                  |  | <b>635</b>                                                                             |      |      |       |      |  |  |
| <b>(3) Vehicles, and other machinery and equipment</b>                                                                                                                                                                                           |  | <b>636</b>                                                                             |      |      |       |      |  |  |
| <b>h. Cost of purchased repairs</b>                                                                                                                                                                                                              |  |                                                                                        |      |      |       |      |  |  |
| <b>(1) Buildings, offices, and structures</b>                                                                                                                                                                                                    |  | <b>637</b>                                                                             |      |      |       |      |  |  |
| <b>(2) Transmission systems</b>                                                                                                                                                                                                                  |  | <b>638</b>                                                                             |      |      |       |      |  |  |
| <b>(3) Vehicles, and other machinery and equipment</b>                                                                                                                                                                                           |  | <b>639</b>                                                                             |      |      |       |      |  |  |
| <b>i. Cost of insurance</b>                                                                                                                                                                                                                      |  | <b>640</b>                                                                             |      |      |       |      |  |  |
| <b>j. Cost of telephone and other purchased communication services</b>                                                                                                                                                                           |  | <b>641</b>                                                                             |      |      |       |      |  |  |
| <b>k. Cost of purchased utilities</b>                                                                                                                                                                                                            |  | <b>642</b>                                                                             |      |      |       |      |  |  |
| <b>l. Cost of purchased advertising</b>                                                                                                                                                                                                          |  | <b>643</b>                                                                             |      |      |       |      |  |  |
| <b>m. Taxes and licenses</b>                                                                                                                                                                                                                     |  | <b>644</b>                                                                             |      |      |       |      |  |  |
| <b>n. Other operating expenses</b>                                                                                                                                                                                                               |  | <b>646</b>                                                                             |      |      |       |      |  |  |
| <b>o. TOTAL OPERATING EXPENSES</b>                                                                                                                                                                                                               |  | <b>647</b>                                                                             |      |      |       |      |  |  |

| <b>Item 6 INTEREST EXPENSE</b>                                                                                           |  | 1995       |      |      |       |      |
|--------------------------------------------------------------------------------------------------------------------------|--|------------|------|------|-------|------|
|                                                                                                                          |  | Key code   | Bil. | Mil. | Thou. | Dol. |
| Report all interest expense, including capitalized interest. Estimates are acceptable if book figures are not available. |  | <b>645</b> |      |      |       |      |

| <b>Item 7 REPORT PERIOD</b>                                                                                                                                                                                             |  | 1995     |       |     |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------|-------|-----|------|
|                                                                                                                                                                                                                         |  | Key code | Month | Day | Year |
| Mark (X) the one box which best describes the period covered by your report.<br>If the date reported in items 4 through 6 are for a period other than the "calendar year," please enter the beginning and ending dates. |  |          |       |     |      |
| 1 <input type="checkbox"/> Calendar year — Go to item 8<br>2 <input type="checkbox"/> Fiscal year<br>3 <input type="checkbox"/> Less than 12 months                                                                     |  |          |       |     |      |
|                                                                                                                                                                                                                         |  | From     |       |     |      |
|                                                                                                                                                                                                                         |  | To       |       |     |      |

| <b>Item 8 OWNERSHIP OR CONTROL</b>                                                                                                                    |  | Name of owning or controlling company   |       |      |            |  |  |  |  |  |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------|-------|------|------------|--|--|--|--|--|--|
| <b>a. Does another company own more than 50 percent of the voting stock or have the power to control the management and policies of this company?</b> |  | Number and street                       |       |      |            |  |  |  |  |  |  |
| 084 1 <input type="checkbox"/> YES —————→<br>2 <input type="checkbox"/> NO — Continue with item 8b                                                    |  | City, State, and ZIP Code               |       |      |            |  |  |  |  |  |  |
|                                                                                                                                                       |  | EIN —————→                              |       |      |            |  |  |  |  |  |  |
| <b>b. Did this company acquire or merge with another company in 1995?</b>                                                                             |  | Name of company acquired or merged with |       |      |            |  |  |  |  |  |  |
| 087 1 <input type="checkbox"/> YES —————→<br>2 <input type="checkbox"/> NO — Continue with item 9                                                     |  | Number and street                       |       |      |            |  |  |  |  |  |  |
|                                                                                                                                                       |  | City, State, and ZIP Code               |       |      |            |  |  |  |  |  |  |
|                                                                                                                                                       |  | Date of merger or acquisition —————→    | Month | Year | EIN —————→ |  |  |  |  |  |  |

**REMARKS** — To reduce the need for costly telephone follow-up, please explain any significant change from your prior year reported data.

091

**CENSUS USE**

092

**Item 9 CERTIFICATION** — This report is substantially accurate and was prepared in accordance with instructions.

|                                                 |  |                                                    |  |           |           |           |  |
|-------------------------------------------------|--|----------------------------------------------------|--|-----------|-----------|-----------|--|
| Name of person to contact regarding this report |  | Address (Number and street, city, State, ZIP Code) |  | 095       | Telephone |           |  |
| 093                                             |  | 094                                                |  | Area code | Number    | Extension |  |
| Signature of authorized person                  |  |                                                    |  | 098       | FAX       |           |  |
|                                                 |  |                                                    |  | Area code | Number    | Extension |  |
| Title                                           |  | Date                                               |  |           |           |           |  |
| 096                                             |  |                                                    |  |           |           |           |  |

**1995 ANNUAL SURVEY OF COMMUNICATION SERVICES  
RADIO AND TELEVISION BROADCASTING  
COVERAGE AND REPORTING INSTRUCTIONS**

**SPECIFIC SURVEY COVERAGE**

- **Radio Broadcasting Stations and Networks** — Locations primarily engaged in broadcasting aural programs by radio to the public. Included are commercial, religious, educational and other radio stations, as well as locations primarily engaged in radio broadcasting and which produce radio program materials. Also included are radio networks.
- **Television Broadcasting Stations and Networks** — Locations primarily engaged in broadcasting visual programs by television to the public. Included are commercial, religious, educational and other television stations, as well as locations primarily engaged in television broadcasting and which produce television program materials. Also included are television networks.

Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication business activities, such as central administrative offices, garages, warehouses, and locations providing maintenance and repairs of your machinery and equipment. Also, include revenue and expense data for offices of your company engaged in soliciting advertising.

**Exclude** subsidiaries or operating units which are requested to submit separate 1995 Annual Survey of Communication Services reports to the Bureau of the Census.

**If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.**

**REPORTING INSTRUCTIONS**

*Please retain a copy of the completed form for your records.*

Please read all instructions and complete all items in this report. This will save on costly and time-consuming follow-up.

- Report only for those locations primarily engaged in the activities defined in the coverage section above.
- For locations sold or acquired during 1995, report only for the period that the locations were operated by this company.
- Report data for calendar year 1995. If calendar year records are not available, data for the latest fiscal year are acceptable. Indicate the period covered in item 7. Please note, however, that estimates for calendar year 1995 are preferable to book figures covering a different time period.
- Trade-outs and barter — Estimate spots exchanged for program material at a fair value consistent with purchases of other program material of similar quality and quantity. Estimate spots exchanged for merchandise or services as the amount the station would pay for the merchandise or service received.
- Report dollar values in whole dollars (omit cents).
- If book figures are not available, carefully prepared estimates are acceptable.

**Item 4 — REVENUE**

**Enter "0" in items where applicable. Do not combine data for two or more detail lines.**

- Report all charges or billings for services rendered and any sales of merchandise during 1995, even though payments may be received at a later date. Do not deduct allowances for uncollectable accounts. **Exclude** revenue from a domestic parent organization (intracompany transfers), or from franchise locations owned by others and any franchise or license fees. **Exclude** sales and other taxes collected from customers and paid directly to a taxing authority.
- Prorate revenue derived from services provided on a contractual basis according to the work accomplished. (Only include the amounts applicable to the report period.)

**STATION TIME SALES**

**Line a** — Report the sale of station time to networks. (Networks — **Exclude** network compensation paid to stations owned by your company.)

**Line b** — Report the sale of station time to national and regional advertisers or sponsors. Include trade-outs and barter, and political advertising revenue. Deduct commissions paid to agency representatives and brokers.

**Line c** — Report the sale of station time to local advertisers or sponsors. Include trade-outs and barter, and political advertising revenue. Deduct commissions paid to agency representatives and brokers.

**Line d** — Report the sum of items 4a through 4c.

**NETWORK TIME SALES**

**Line e** — (Networks only) Report network revenue from advertising sales. Deduct commissions paid to agency representatives and brokers.

**OTHER OPERATING REVENUE**

**Line f** — Report other operating revenue. Include revenue from retransmission consent; the use of talent services, and technical facilities; and management fees. Include revenue from the production and/or distribution of programs, except when the production/distribution is provided by separate locations of this company. Include satellite truck rental revenue, but **exclude** tower rental revenue. **NOTE** — If the amount reported on this line is greater than 50 percent of total operating revenue reported in item 4g, indicate the source of this revenue in the "Remarks" section on page 4 of this form.

**TOTAL OPERATING REVENUE**

**Line g** — Report the sum of items 4d through 4f.

**NONOPERATING INCOME (Tax-exempt organizations only)**

**Line h** — Report all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions, or grants.

**Line i** — Report other nonoperating receipts, such as income from investments, the sale of securities, real estate, etc.

**NOTE** — If the amount reported on this line is greater than 50 percent of the total revenue reported in item 4j, indicate the source of this revenue in the "Remarks" section on page 4 of this form.

**Line j** — Tax-exempt organizations — Report the sum of items 4g through 4i.

**Item 5 — PAYROLL AND OTHER OPERATING EXPENSES**

**Enter "0" in items where applicable. Do not combine data for two or more detail lines.**

- Report costs incurred during 1995 even though payments may be made at a later date. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.

**Line a** — Report, on a cash basis, the gross earnings paid to employees prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries, commissions to own employees, dismissal pay, paid bonuses, vacation and sick leave pay, and employee contributions to qualified pension plans whether or not subject to income or FICA tax. If a corporation, include salaries of officers; if an unincorporated concern, **exclude** payments to proprietors or partners.

- Definitions for annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.

**Line b** — Report, on a cash basis, in line b(1) employer's cost for legally required programs, such as Social Security and Medicare (FICA), worker's compensation insurance, unemployment tax, and State disability insurance programs. Report, on a cash basis, in line b(2) employer's cost for programs not required by law, such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums for hospital and medical plans. Report in line b(1) and line b(2) the amounts actually contributed.

## REPORTING INSTRUCTIONS — Continued

**Item 5 — PAYROLL AND OTHER OPERATING EXPENSES — Continued**

**Line c** — Report the cost of broadcast rights to feature films, syndicated programming, sports events, etc.

**Line d** — Report the cost of music license fees payable to music licensing organizations.

**Line e** — (Networks only) Report the cost of programming time purchased from affiliated and independent stations. (**Exclude** the cost of programming time purchased from stations owned by your company.)

**Line f** — Report in line f(1) the amount of depreciation and amortization charges against buildings, offices, and structures owned by your firm. Report in line f(2) the amount of depreciation and amortization charges against transmission systems (towers, antennas, transmitters, transmission lines, microwave equipment, master control equipment, and other transmitting equipment) owned by your firm. Report in line f(3) the amount of depreciation and amortization charges against vehicles, machinery and equipment, and other tangible assets owned by your firm. Include depreciation on assets rented or leased to others by you under an operating lease agreement. Include depreciation on assets owned and used by your firm within leaseholds, and assets obtained through capital lease agreements. **Exclude** depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

**Line g** — Report in line g(1) the cost of renting or leasing buildings, offices, and structures. Report in line g(2) the cost of renting or leasing transmission systems (towers, antennas, transmitters, transmission lines, microwave equipment, master control equipment, and other transmitting equipment). Report in line g(3) the cost of renting or leasing vehicles, and other machinery and equipment. **Exclude** payments by your firm to the parent company or organization, or any of its subsidiaries, for use of assets owned by them; and installment payments for assets obtained by your company through capital lease agreements.

**Line h** — Report in line h(1) the cost of purchased repairs (including charges for parts and labor) to buildings, offices, and structures. Report in line h(2) the cost of purchased repairs to transmission systems (towers, antennas, transmitters, transmission lines, microwave equipment, master control equipment, and other transmitting equipment). Report in line h(3) purchased repairs to vehicles, and other machinery and equipment. **Exclude** repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.

**Line i** — Report the cost of all commercial insurance, including that used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Include premiums on fidelity bonds of employees and insurance to protect against liability for deaths or injuries of persons and damages to property of others. **Exclude worker's compensation premiums.** Report these costs in line b(1).

**Line j** — Report the cost of nonrevenue-generating purchased communication services, including telephone, telex, telegraph, teletype, etc.

**Line k** — Report the cost of purchased utilities, including the cost of purchased electricity, and purchased fuels consumed for heat, power or generating electricity. Include water, sewer, and refuse removal. **Exclude** the cost of utility services if included as part of a lease or rental agreement.

**Line l** — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising.

**Line m** — Report the cost of taxes and licenses including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. Include FCC license fees. **Exclude** income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

**Lines n and o**

- **Total operating expenses** — Will not match to the company's income statement due to the cash and accrual methods requested for this survey. As a guide, compute total operating expenses as follows:

Total operating expenses (from income statement)  
 + Taxes — *If not included in operating expenses, see item 5m on page 3.*  
 + [Annual payroll (cash basis) + Employer contributions (cash basis)]  
 – [Annual payroll (accrual basis) + Employer contributions (accrual basis)]

= **TOTAL OPERATING EXPENSES** — *Place in item 5o*

- **Other operating expenses** — If other operating expenses are unavailable, calculate them as follows —

**TOTAL OPERATING EXPENSES FOR SURVEY**  
 (as calculated in item 5o)

– (Items 5a through 5m on survey report form)

= **OTHER OPERATING EXPENSES** — *Place in item 5n.*

**NOTE** — If the amount reported on line n is greater than 50 percent of the total operating expenses reported in line o, indicate the source of these expenses in the "Remarks" section on page 4 of this form.

Other operating expenses include billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, data processing expenses, etc. Include the cost of computer software purchased under licensing agreements. **Exclude** income taxes, and local sales and excise taxes.

**B-520**

OMB No. 0607-0706: Approval Expires 12/31/96

FORM **B-520**  
(1-16-96)U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS**1995 ANNUAL  
SURVEY OF  
COMMUNICATION  
SERVICES  
CABLE TV AND  
OTHER SERVICES****PENALTY FOR FAILURE TO REPORT**  
**DUE DATE: 30 Days after receipt**  
**of form****NOTICE** — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is **confidential**. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.**RETURN TO****BUREAU OF THE CENSUS**  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

Any questions call 1-800-772-7851

Public reporting burden for this collection of information is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Administration, Attn: Paperwork Reduction Project 0607-0706, Room 3104, FB 3, Bureau of the Census, Washington, DC 20233-0001.  
**PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.**In correspondence pertaining to this report, please refer to the **IDENTIFICATION NUMBER** shown below.**CENSUS  
USE**

1.

2.

(Please correct any error in name, address, and ZIP Code)

**BEFORE  
COMPLETING  
YOUR REPORT****Read ALL instructions carefully, including the survey coverage below. Instructions accompanying each item number are abbreviated. For complete details, see the "COVERAGE AND REPORTING INSTRUCTIONS" ON THE THIRD PANEL OF THE FORM. If book figures are not available, carefully prepared estimates are acceptable.****SURVEY COVERAGE**This report covers all **domestic locations** operated by your company and its subsidiaries primarily engaged in providing cable and other pay television services and other communication services (including telegraph, cablegram, electronic mail, and telex services; and radar satellite, and missile tracking stations) as listed on the "Coverage and Reporting Instructions" on the third panel of this form. **If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.****Item 1 NUMBER OF LOCATIONS****Key  
code****1995 Number**

Enter the total number of cable television and other communication services locations operated by this company as of December 31, 1995. A location is defined as an establishment with paid company personnel.

**601****Item 2 ORGANIZATIONAL STATUS** — Mark (X) the ONE box which best describes this company during 1995.081 ☐ Corporation  
☐ Individual proprietorship  
☐ Partnership☐ Governmental — Specify ☒☐ Other — Specify ☒**Item 3 TAX STATUS****a.** Is this firm or organization operated on a not-for-profit basis?**007**☐ YES☐ NO**NOTE** — If you answered "NO" to item 3a, **SKIP** to item 4, otherwise continue with item 3b.**b.** Was all or part of the income of this firm or organization exempt from Federal income taxes under section 501 or 521 of the Internal Revenue Code?**009**☐ YES☐ NO**Item 4 REVENUE**

See the attached "Coverage and Reporting Instructions" sheet before completing this section. Enter "0" in items where applicable. Do not combine data for two or more detail lines.

**CABLE AND OTHER PAY TELEVISION REVENUE****Line a** — System operators and program providers report here. — Deduct commissions paid to agency representatives.**Line b** — Program providers report revenue from system operators and other customers for programming services. **System operators** report revenue from customers for programming services.**Line c** — System operators report here — Include subscription fees received for basic and non-premium service tiers from residential and commercial customers.**Line d** — System operators report here.

Estimates are acceptable if book figures are not available.

**CABLE AND OTHER PAY TELEVISION REVENUE****a.** Advertising revenue (net)**801****b.** Program revenue**802****c.** Basic service revenue**803****d.** Pay-per-view and other premium service revenue**804****SUBTOTAL** — Sum of lines a through d

Please enter this total here and on next page.

**Key  
code****1995****Bil.****Mil.****Thou.****Dol.**

| Item 4 REVENUE - Continued                                                                                                                                                                                                                                                                                                                                                                                                  |  | CABLE AND OTHER PAY TELEVISION REVENUE - Continued                                                                                                   |            | 1995        |       |      |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------|-------|------|--|
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | Key code                                                                                                                                             | Bil.       | Mil.        | Thou. | Dol. |  |
| <b>Line e — System operators report here. — Include all reconnect fees.</b>                                                                                                                                                                                                                                                                                                                                                 |  |                                                                                                                                                      |            |             |       |      |  |
| <b>Line f — System operators and program providers report here. — Include revenue from shop-at-home programs.</b>                                                                                                                                                                                                                                                                                                           |  |                                                                                                                                                      |            |             |       |      |  |
| <b>OTHER OPERATING REVENUE</b>                                                                                                                                                                                                                                                                                                                                                                                              |  |                                                                                                                                                      |            |             |       |      |  |
| <b>Line j — Exclude</b> nonoperating revenue such as income from investments, the sale of securities, or real estate, etc. <b>NOTE — If the amount reported on this line is greater than 50 percent of the total operating revenue reported in line k, indicate the source of this revenue in the "Remarks" section on page 4 of this form.</b>                                                                             |  |                                                                                                                                                      |            |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>BEFORE continuing — Enter subtotal for lines a through d from previous page.</b>                                                                  |            |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>e. Installation fees</b>                                                                                                                          | <b>805</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>f. Other cable and pay TV revenue</b>                                                                                                             | <b>806</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>g. TOTAL CABLE AND OTHER PAY TELEVISION REVENUE</b>                                                                                               | <b>807</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>OTHER COMMUNICATION SERVICES REVENUE</b>                                                                                                          |            |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>h. Telegraph and other message communication revenue</b>                                                                                          | <b>808</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>i. Other communication services revenue</b>                                                                                                       | <b>809</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>j. OTHER OPERATING REVENUE</b>                                                                                                                    | <b>607</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>k. TOTAL OPERATING REVENUE</b>                                                                                                                    | <b>608</b> |             |       |      |  |
| ▶ TAXABLE ORGANIZATIONS — SKIP now to item 5. ◀                                                                                                                                                                                                                                                                                                                                                                             |  |                                                                                                                                                      |            |             |       |      |  |
| <b>NONOPERATING INCOME (Tax-exempt organizations only; all others SKIP to item 5)</b>                                                                                                                                                                                                                                                                                                                                       |  | <b>NONOPERATING INCOME</b>                                                                                                                           |            | <b>1995</b> |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>Key code</b>                                                                                                                                      | Bil.       | Mil.        | Thou. | Dol. |  |
| <b>Line m — NOTE — If the amount reported on this line is greater than 50 percent of the total revenue reported in line n, indicate the source of this revenue in the "Remarks" section on page 4 of this form.</b>                                                                                                                                                                                                         |  |                                                                                                                                                      |            |             |       |      |  |
| <b>Line n — Tax-exempt organizations only. Report the sum of items 4k through 4m.</b>                                                                                                                                                                                                                                                                                                                                       |  |                                                                                                                                                      |            |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>l. Subsidies, gifts, loans, contributions, and grants</b>                                                                                         | <b>709</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>m. Other nonoperating income</b>                                                                                                                  | <b>710</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>n. TOTAL REVENUE</b>                                                                                                                              | <b>711</b> |             |       |      |  |
| <b>Item 5 PAYROLL AND OTHER OPERATING EXPENSES</b>                                                                                                                                                                                                                                                                                                                                                                          |  | <b>Estimates are acceptable if book figures are not available.</b>                                                                                   |            | <b>1995</b> |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>Key code</b>                                                                                                                                      | Bil.       | Mil.        | Thou. | Dol. |  |
| <b>See the attached "Coverage and Reporting Instructions" sheet before completing this section. Enter "0" in items where applicable. Do not combine data for two or more detail lines.</b>                                                                                                                                                                                                                                  |  |                                                                                                                                                      |            |             |       |      |  |
| <b>Line a — Report, on a cash basis, the gross earnings paid to employees prior to deductions. If an unincorporated concern, exclude payments to proprietors or partners.</b>                                                                                                                                                                                                                                               |  | <b>a. Annual payroll</b>                                                                                                                             | <b>627</b> |             |       |      |  |
| <b>Line b — Report, on a cash basis, in line b(1) employer's cost for legally required programs. Report, on a cash basis, in line b(2) employer's cost for programs not required by law. Report in line b(1) and line b(2) the amounts actually contributed.</b>                                                                                                                                                            |  | <b>b. Employer contributions to employee benefit plans</b>                                                                                           |            |             |       |      |  |
| <b>Line c — Program and production costs</b>                                                                                                                                                                                                                                                                                                                                                                                |  |                                                                                                                                                      |            |             |       |      |  |
| <b>• Line c(1) — System operators report here.</b>                                                                                                                                                                                                                                                                                                                                                                          |  | <b>(1) Plans required under Federal and State legislation (including Social Security and Medicare (FICA), worker's compensation insurance, etc.)</b> | <b>628</b> |             |       |      |  |
| <b>• Line c(2) — System operators include cost of all local origination programming. Include public access costs and fees. Program providers include cost of all original programming produced or developed in-house.</b>                                                                                                                                                                                                   |  | <b>(2) Other fringe benefit plans (including medical insurance, life insurance, etc.)</b>                                                            | <b>629</b> |             |       |      |  |
| <b>• Line c(3) — System operators and program providers report here — Include talent and music license fees, the value of bartered programming, and all other costs of programming and production. Exclude payroll and employer contributions to employee benefit programs.</b>                                                                                                                                             |  | <b>c. Program and production costs</b>                                                                                                               |            |             |       |      |  |
| <b>Line d — System operators report the cost for the retransmission of broadcast signals. Include the fair-market value (not the actual cost) of reciprocal non-cash exchanges, such as bartered advertising time, promotions, and carriage of new local and national cable channels, etc. Estimate services exchanged for retransmission consent as the amount your company would ordinarily charge for such services.</b> |  | <b>(1) Program service cost</b>                                                                                                                      |            |             |       |      |  |
| <b>Line e — Exclude depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.</b>                                                                                                                                                                                                    |  | <b>(a) Basic cable service</b>                                                                                                                       | <b>810</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>(b) Pay-per-view or premium TV services</b>                                                                                                       | <b>811</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>(2) In-house programs</b>                                                                                                                         | <b>812</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>(3) Other program and production costs</b>                                                                                                        | <b>813</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>d. Retransmission consent fee</b>                                                                                                                 | <b>815</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>e. Depreciation and amortization charges</b>                                                                                                      |            |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>(1) Buildings, offices, and structures</b>                                                                                                        | <b>631</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>(2) Transmission systems</b>                                                                                                                      | <b>632</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>(3) Vehicles, machinery and equipment, and other tangible assets</b>                                                                              | <b>633</b> |             |       |      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                             |  | <b>SUBTOTAL — Sum of lines a through e(3). Please enter this total here and on next page.</b>                                                        |            |             |       |      |  |

| <b>Item 5 PAYROLL AND OTHER OPERATING EXPENSES — Continued</b>                                                                                                                                                                   |  | <b>Estimates are acceptable if book figures are not available.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |             | <b>1995</b> |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|                                                                                                                                                                                                                                  |  | Key code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Bil.        | Mil.        | Thou.      | Dol.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>Line f — Exclude</b> payments by your firm to the parent company or organization, or any of its subsidiaries, for use of assets owned by them; and installment payments for assets obtained through capital lease agreements. |  | <b>BEFORE continuing — Enter subtotal for lines a through e(3) from previous page.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>f. Lease and rental costs</b>                                                                                                                                                                                                 |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (1) Buildings, offices, and structures                                                                                                                                                                                           |  | <b>634</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (2) Transmission systems                                                                                                                                                                                                         |  | <b>635</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (3) Vehicles, and other machinery and equipment                                                                                                                                                                                  |  | <b>636</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>g. Cost of purchased repairs</b>                                                                                                                                                                                              |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (1) Buildings, offices, and structures                                                                                                                                                                                           |  | <b>637</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (2) Transmission systems                                                                                                                                                                                                         |  | <b>638</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (3) Vehicles, and other machinery and equipment                                                                                                                                                                                  |  | <b>639</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>h. Cost of insurance</b>                                                                                                                                                                                                      |  | <b>640</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>i. Cost of telephone and other purchased communication services</b>                                                                                                                                                           |  | <b>641</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>j. Cost of purchased utilities</b>                                                                                                                                                                                            |  | <b>642</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>k. Cost of purchased advertising</b>                                                                                                                                                                                          |  | <b>643</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>l. Taxes and licenses</b>                                                                                                                                                                                                     |  | <b>644</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>m. Other operating expenses</b>                                                                                                                                                                                               |  | <b>646</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>n. TOTAL OPERATING EXPENSES</b>                                                                                                                                                                                               |  | <b>647</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>Item 6 INTEREST EXPENSE</b>                                                                                                                                                                                                   |  | Key code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>1995</b> |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                                                                  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Bil.        | Mil.        | Thou.      | Dol.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Report all interest expense, including capitalized interest. Estimates are acceptable if book figures are not available.                                                                                                         |  | <b>645</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>Item 7 REPORT PERIOD</b>                                                                                                                                                                                                      |  | Key code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>1995</b> |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                                                                  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Month       | Day         | Year       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mark (X) the one box which best describes the period covered by your report.<br><br>If the data reported in items 4 through 6 are for a period other than the "calendar year," please enter the beginning and ending dates.      |  | From                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>648</b>  |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 <input type="checkbox"/> Calendar year — Go to item 8<br>2 <input type="checkbox"/> Fiscal year<br>3 <input type="checkbox"/> Less than 12 months                                                                              |  | To                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>649</b>  |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <b>Item 8 OWNERSHIP OR CONTROL</b>                                                                                                                                                                                               |  | Name of owning or controlling company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| a. Does another company own more than 50 percent of the voting stock or have the power to control the management and policies of this company?                                                                                   |  | Number and street                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 084 1 <input type="checkbox"/> YES —————→                                                                                                                                                                                        |  | City, State, and ZIP Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 <input type="checkbox"/> NO — Continue with item 8b                                                                                                                                                                            |  | EIN —————→ <table border="1" style="display: inline-table; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table> |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                                                                  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| b. Did this company acquire or merge with another company in 1995?                                                                                                                                                               |  | Name of company acquired or merged with                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 087 1 <input type="checkbox"/> YES —————→                                                                                                                                                                                        |  | Number and street                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 <input type="checkbox"/> NO — Continue with item 9                                                                                                                                                                             |  | City, State, and ZIP Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                                                                  |  | Date of merger or acquisition —————→                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Month       | Year        | EIN —————→ | <table border="1" style="display: inline-table; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table> |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                                                                  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |             |             |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**REMARKS** — To reduce the need for costly telephone follow-up, please explain any significant change from your prior year reported data.

091

**CENSUS USE**

092

**Item 9 CERTIFICATION** — This report is substantially accurate and was prepared in accordance with instructions.

|                                                 |  |                                                    |      |           |           |           |
|-------------------------------------------------|--|----------------------------------------------------|------|-----------|-----------|-----------|
| Name of person to contact regarding this report |  | Address (Number and street, city, State, ZIP Code) |      | 095       | Telephone |           |
| 093                                             |  | 094                                                |      | Area code | Number    | Extension |
| Signature of authorized person                  |  |                                                    |      | 098       | FAX       |           |
|                                                 |  |                                                    |      | Area code | Number    |           |
| Title                                           |  |                                                    | Date |           |           |           |
| 096                                             |  |                                                    |      |           |           |           |

**1995 ANNUAL SURVEY OF COMMUNICATION SERVICES  
CABLE TV AND OTHER SERVICES  
COVERAGE AND REPORTING INSTRUCTIONS**

**SPECIFIC SURVEY COVERAGE**

- **Cable and Other Pay Television Services** — Locations primarily engaged in the dissemination of visual and textual television programs, on a subscription or fee basis. Also included are locations which are primarily engaged in cablecasting and which also produce taped program materials; and included are locations providing the following services: closed circuit television, direct broadcast satellite (DBS), multipoint distribution systems (MDS), and satellite master antenna systems (SMATV).
- **Telegraph and Other Message Communications** — Locations primarily engaged in furnishing telegraph and other nonvocal message communications services, such as cablegram, electronic mail, and facsimile transmission, photography transmission, teletypewriter and telex services.
- **Other Communications Services** — Locations primarily engaged in providing other communication services such as radar station operation, radio broadcasting operated by cab

companies, satellite earth stations, satellite or missile tracking stations, operated on a contract basis, and missile tracking by telemetry and photography on a contract basis.

Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication business activities, such as central administrative offices, garages, warehouses, and locations providing maintenance and repairs of your machinery and equipment. Also, include revenue and expense data for offices of your company engaged in soliciting advertising.

**Exclude** subsidiaries or operating units which are requested to submit separate 1995 Annual Survey of Communication Services reports to the Bureau of the Census.

**If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.**

**REPORTING INSTRUCTIONS**

*Please retain a copy of the completed form for your records.*

Please read all instructions and complete all items in this report. This will save on costly and time-consuming follow-up.

- Report only for those locations primarily engaged in the activities defined in the coverage section above.
- For locations sold or acquired during 1995, report only for the period that the locations were operated by this company.
- Report data for calendar year 1995. If calendar year records are not available, data for the latest fiscal year are acceptable. Indicate the period covered in item 7. Please note, however, that estimates for calendar year 1995 are preferable to book figures covering a different time period.
- Trade-outs and barter — Estimate spots exchanged for program material at a fair value consistent with purchases of other program material of similar quality and quantity. Estimate spots exchanged for merchandise or services as the amount your company would pay for the merchandise or service received.
- Report dollar values in whole dollars (omit cents).
- If book figures are not available, carefully prepared estimates are acceptable.

**Item 4 — REVENUE**

**Enter "0" in items where applicable. Do not combine data for two or more detail lines.**

- Report all charges or billings for services rendered and any sales of merchandise during 1995, even though payments may be received at a later date. Do not deduct allowances for uncollectable accounts. **Exclude** revenue from a domestic parent organization (intracompany transfers), or from franchise locations owned by others and any franchise or license fees. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.
- Prorate revenue derived from services provided on a contractual basis according to the work accomplished. (Only include the amounts applicable to the report period.)

**CABLE AND OTHER PAY TELEVISION REVENUE**

**Line a — System operators and program providers** — Report the revenue from the sale of time to advertisers or sponsors for national, spot and local advertising; classified channels; and program guides and other printed material. Deduct commissions paid to agency representatives.

**Line b — Program providers** report revenue from system operators and other customers for programming services. **System operators** report revenue from customers for programming services.

**Line c — System operators** — Report subscription fees received for basic and non-premium service tiers from residential and commercial customers.

**Line d — System operators** — Report revenue from pay-per-view and other premium services, such as movie channels.

**Line e — System operators** — Report installation fees for providing basic, pay-per-view, and other premium services. *Include all reconnect fees here.*

**Line f — System operators and program providers** — Report all other cable and pay television revenue, such as service charges, rental or lease of channel capacity, etc. System operators — *Include revenue from shop-at-home programs.*

**Line g** — Report the sum of items 4a through 4f.

**OTHER COMMUNICATION SERVICES REVENUE**

**Line h** — Report revenue from telegraph and other message communications, such as electronic mail, facsimile transmission, telegram and telex, and paging services.

**Line i** — Report revenue from all other point-to-point communication services, including satellite communications and radar station operations.

**OTHER OPERATING REVENUE**

**Line j** — Report other operating revenue, including sales of merchandise, rental revenue, etc. **Exclude** nonoperating revenue such as income from investments, the sale of securities, or real estate, etc. **NOTE — If the amount reported on this line is greater than 50 percent of the total operating revenue reported in item 4k, indicate the source of this revenue in the "Remarks" section on page 4 of this form.**

**Line k** — Report the sum of items 4g through 4j.

**NONOPERATING INCOME (Tax-exempt organizations only)**

**Line l** — Report all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions, or grants.

**Line m** — Report other nonoperating receipts, such as income from investments; the sale of securities, real estate, etc. **NOTE — If the amount reported on this line is greater than 50 percent of the total revenue reported in item 4n, indicate the source of this revenue in the "Remarks" section on page 4 of this form.**

**Line n — Tax-exempt organizations** — Report the sum of items 4k through 4m.

**Item 5 — PAYROLL AND OTHER OPERATING EXPENSES**

**Enter "0" in items where applicable. Do not combine data for two or more detail lines.**

- Report costs incurred during 1995 even though payments may be made at a later date. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.

**Line a** — Report, on a cash basis, the gross earnings paid to employees prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries, commissions to own employees, dismissal pay, paid bonuses, vacation and sick leave pay, and employee contributions to qualified pension plans whether or not subject to income or FICA tax. If a corporation, include salaries of officers; if an unincorporated concern, **exclude** payments to proprietors or partners.

- Definitions for annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.

WHEN COMPLETING THIS REPORT, PLEASE READ THESE INSTRUCTIONS CAREFULLY — Detach this panel before returning your report.

## REPORTING INSTRUCTIONS — Continued

**Item 5 — PAYROLL AND OTHER OPERATING EXPENSES—Continued**

**Line b** — Report, on a cash basis, in line b(1) employer's cost for legally required programs, such as Social Security and Medicare (FICA), worker's compensation insurance, unemployment tax, and State disability insurance programs. Report, on a cash basis, in line b(2) employer's cost for programs not required by law, such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums for hospital and medical plans. Report in line b(1) and line b(2) the amounts actually contributed.

**Line c — Program and production costs****System operators —**

- Report in line c(1)a the programming costs for providing basic cable services.
- Report in line c(1)b the programming costs for providing pay-per-view or premium TV services.

**System operators and program providers —**

- **System operators** report in line c(2) the cost of local origination programs. Include public access costs and fees. **Program providers** report in line c(2) the cost of all original programs produced or developed in-house.
- Report in line c(3) talent fees, music license fees, the value of bartered programming, and all other costs of programming and production. **Exclude** payroll and employer contributions to employee benefit programs.

**Line d — System operators** — Report the cost for the retransmission of broadcast signals. Include the fair-market value (not the actual cost) of reciprocal non-cash exchanges, such as bartered advertising time, promotions, and carriage of new local and national cable channels, etc. Estimate services exchanged for retransmission consent as the amount your company would ordinarily charge for such services.

**Line e** — Report in line e(1) the amount of depreciation and amortization charges against buildings, offices, and structures owned by your firm. Report in line e(2) the amount of depreciation and amortization charges against transmission systems (cables, wires, amps, satellite transmissions, converters, tap offs, power supplies, and other transmitting equipment) owned by your firm. Report in line e(3) the amount of depreciation and amortization charges against vehicles, machinery and equipment, and other tangible assets owned by your firm. Include depreciation on assets rented or leased to others by you under an operating lease agreement. Include depreciation on assets owned and used by your firm within leaseholds and assets obtained through capital lease agreements. **Exclude** depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

**Line f** — Report in line f(1) the cost of renting or leasing buildings, offices, and structures. Report in line f(2) the cost of renting or leasing transmission systems (cables, wires, amps, satellite transmissions, converters, tap offs, power supplies, and other transmitting equipment). Report in line f(3) the cost of renting or leasing vehicles, and other machinery and equipment. **Exclude** payments by your firm to the parent company or organization, or any of its subsidiaries for use of assets owned by them; and installment payments for assets obtained by your company through capital lease agreements.

**Line g** — Report in line g(1) the cost of purchased repairs (including charges for parts and labor) to buildings, offices, and structures. Report in line g(2) the cost of purchased repairs to transmission systems (cables, wires, amps, satellite transmissions, converters, tap offs, and other transmitting equipment). Report in line g(3) the cost of purchased repairs to vehicles, and other machinery and equipment. **Exclude** repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.

**Line h** — Report the cost of all commercial insurance, including that used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Include premiums on fidelity bonds of employees, and insurance to protect against liability for deaths or injuries of persons and damages to property of others. **Exclude worker's compensation premiums.** Report these costs in line b(1).

**Line i** — Report the cost of nonrevenue-generating purchased communication services, including telephone, telex, telegraph, teletype, etc.

**Line j** — Report the cost of purchased utilities, including the cost of purchased electricity and purchased fuels consumed for heat, power or generating electricity. Include water, sewer, and refuse removal. **Exclude** the cost of these utility services if included as part of a lease or rental agreement.

**Line k** — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising.

**Line l** — Report the cost of taxes and licenses including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. Also include FCC license fees. **Exclude** income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

**Lines m and n**

- **Total operating expenses** — Will not match to the company's income statement due to the cash and accrual methods requested for this survey. As a guide, compute total operating expenses as follows —

Total operating expenses (from income statement)  
 + Taxes — *If not included in operating expenses, see item 5l on page 3.*  
 + [Annual payroll (cash basis) + Employer contributions (cash basis)]  
 – [Annual payroll (accrual basis) + Employer contributions (accrual basis)]

**= TOTAL OPERATING EXPENSES — Place in item 5n**

- **Other operating expenses** — If other operating expenses are unavailable, calculate them as follows —

**TOTAL OPERATING EXPENSES FOR SURVEY**  
 (as calculated in item 5n)

– (Items 5a through 5l on survey report form)

**= OTHER OPERATING EXPENSES — Place in item 5m.**

**NOTE — If the amount reported on line m is greater than 50 percent of the total operating expenses reported in line n, indicate the source of these expenses in the "Remarks" section on page 4 of this form.**

Other operating expenses include billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, data processing expenses, etc. Include the cost of computer software purchased under licensing agreements. **Exclude** income taxes, and local sales and excise taxes.









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CURRENT BUSINESS REPORTS

